

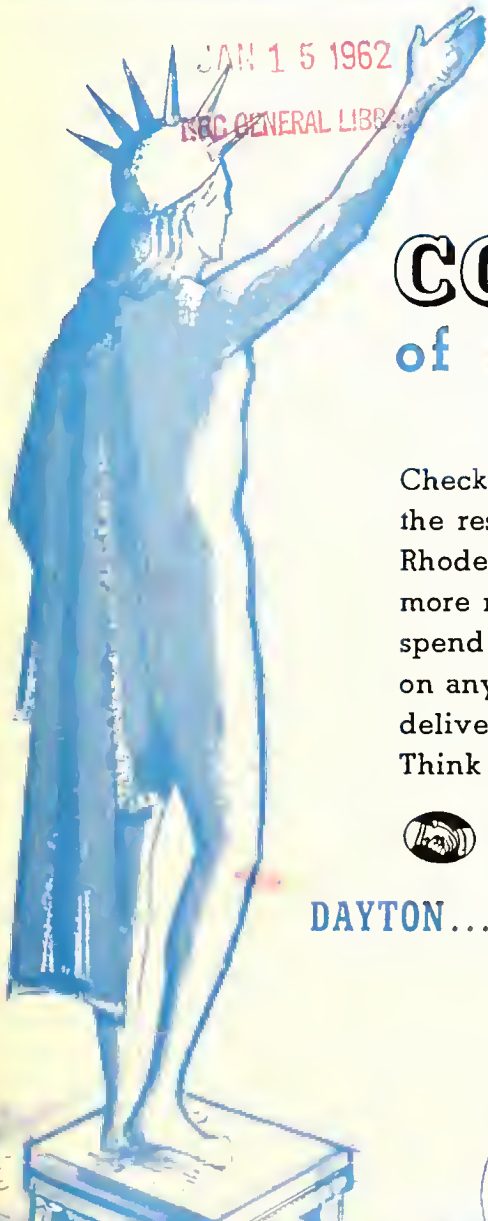
# SPONSOR

THE WEEKLY MAGAZINE RADIO/TV ADVERTISERS USE

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## WING the

## COLOSSUS of Dayton Radio

Check Pulse and Hooper . . . check the results. You don't have to be a Rhodes scholar to figure out why more national and local advertisers spend more dollars on WING than on any other Dayton station. WING delivers more audience and sales. Think BIG . . . buy WING!



robert e. eastman & co., inc.  
NATIONAL REPRESENTATIVE

DAYTON... Ohio's 3rd Largest Market

### AIR TRAILS STATIONS:

WEZE, Boston  
WKLO, Louisville  
WING, Dayton, O.  
WCOL, Columbus, O.  
WIZE, Springfield, O.

### MARKETING EXPLOSION IN APPLIANCES

Ferment in retailing, new Philco campaign, portend fresh flow of expenditures for tv

Page 27

### The durable sex: reflections in a video tube

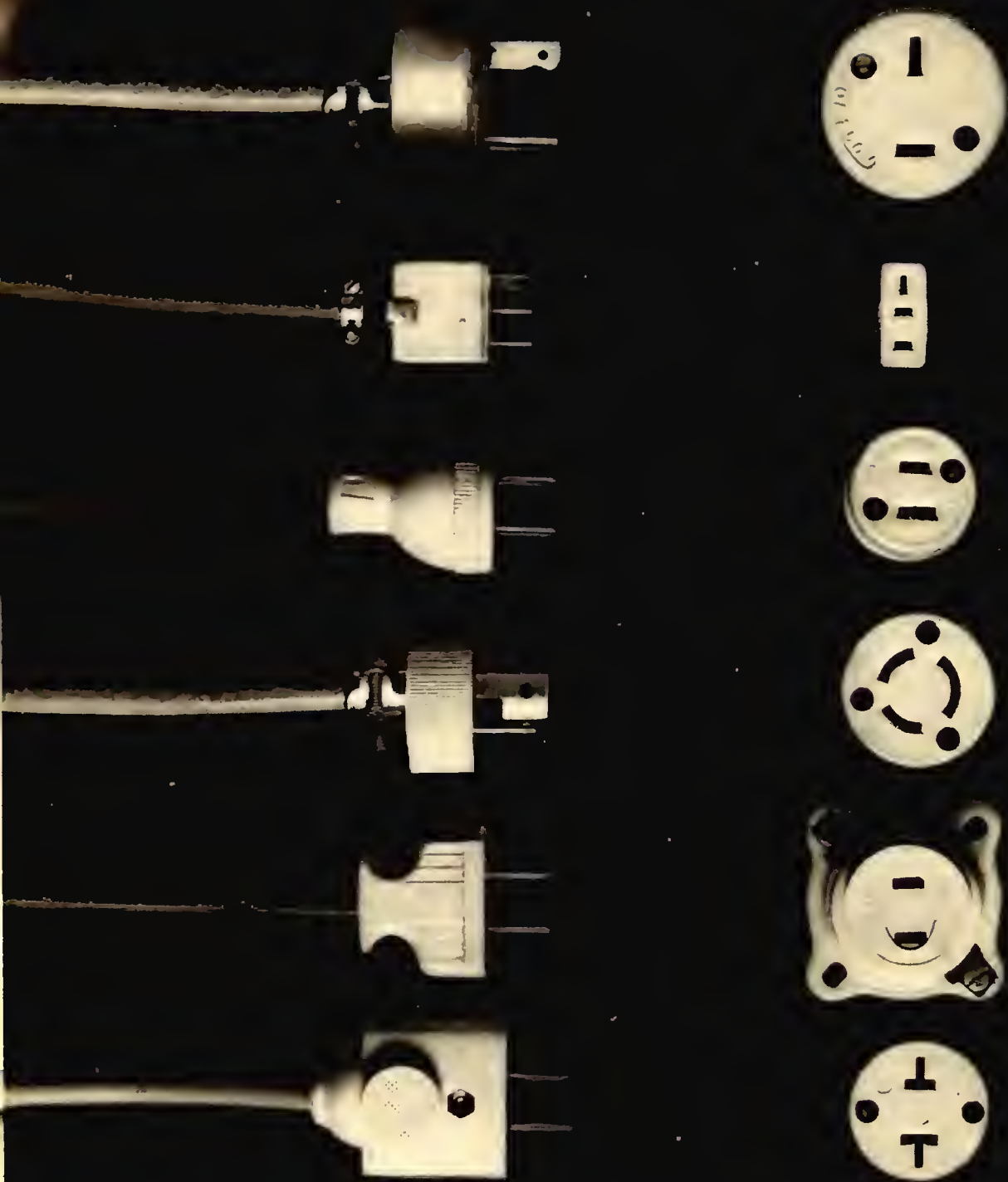
Page 30

### Syndication— new directions for new product

Page 32

### Radio pulls them in off the highway

Page 38



## 6 ways to connect.

(Each of the 6 ABC owned radio stations connects you with the mass buying public in its own way)

Shocking—how some people try to enter every market in the same way. This single-prong approach doesn't fit when you really want to connect in six of the biggest, and yet very different markets. It explains why the big switch is to the six superb ABC owned radio stations. Our power generates from what we call The Flexibility Factor, a skillful fusing of all types of programming to the needs of each local mass audience. All six great radio stations are operated by dedicated radio men, with an understanding of today's radio, and a talent for

making the use of our stations profitable for the advertiser. Spark your selling with the high-voltage versatility of WABC, WLS, WXYZ and KGO: make a connection with John Blair & Company. You'll light up with information on KQV from Adam Young, Inc. and learn what's watt on KABC from The Katz Agency. See how our varied live-wire input can boost your output.



**ABC OWNED RADIO STATIONS**

WABC NEW YORK WLS CHICAGO KGO SAN FRANCISCO  
KQV PITTSBURGH WXYZ DETROIT KABC LOS ANGELES



## **IN RADIO**

*it's the sales climate that counts*



## **MATURE PERSONALITIES**

*create a friendly sales climate*



## **EXCLUSIVE FEATURES**

*Helicopter Reports • Editorials • 25 Vignettes Daily*



## **BALANCED PROGRAMMING**

*assures a diversified audience*



Represented Nationally By Gill-Perna





Television

1

RCA  
TK-12

FOR...FINEST TV PICTURES!

# TK-12

4½ INCH I.O.  
CAMERA

*For Sales Impact • Unvarying Quality • Creative Effects*

The RCA TK-12 is the camera you need, if you want the finest in television tapes, live programs, and commercials. It produces pictures with higher resolution, lower noise, and improved grey scale. Self-adjusting circuits prevent deterioration in picture quality, and RCA engineering has designed features, such as viewfinder display of special effects, and remote iris control, that enable you to do more with the TK-12.

You can use the TK-12 for making dramatic demonstrations of clients' products. Its big 4½ inch I.O. tube (plus advanced engineering) provides big picture quality, rivaling the finest photography. Improved grey scale preserves delicate differences in shading. Pictures are *naturally* free from "halo" and "blooming", without need for product spraying or painting. You can control contrast and mood as never before. You can produce tapes and live commercials that show the client's product sparkling in life-like detail.

Self-adjusting circuits, built into the TK-12, eliminate variations in performance. These circuits compensate

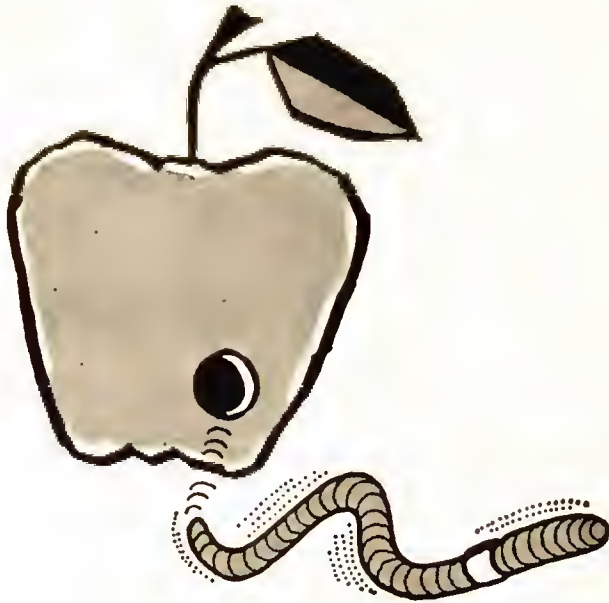
for changes in temperature, line voltage, and aging. Furthermore, long warm-up time is a thing of the past. Pictures are ready for use within minutes after the camera is turned on. This new mode of operation saves set-up time, reduces the number of controls, and assures unvarying picture quality.

RCA engineering has introduced many features that make the TK-12 the most versatile of cameras. An 8 inch viewfinder provides a much larger and brighter picture (200 ft. lamberts). Video effects can be seen on the viewfinder, permitting cameraman to adjust camera position for best advantage in overall effect. Remote iris control permits adjusting all lenses simultaneously, merely by turning a knob.

The RCA TK-12 is the camera you need if you want the finest picture in town. Its new and different look will convince clients that your studio is equipped with the best. Ask your RCA Representative for all the details. Or write to RCA, Broadcast and Television Equipment, Building 15-5, Camden, N. J.



The Most Trusted Name in Television  
RADIO CORPORATION OF AMERICA



## THE WORM TURNED (in Virginia, that is)

Once upon a time there was a worm that got tired of apples and took up books. He hit on a choice morsel—a two-volume history of the Shenandoah Valley, standing straight and proud in the usual order on the shelf.

Each book contained 486 pages; each cover was  $\frac{1}{8}$ " thick; the paper thickness ran 243 pages to the inch. Our worm started at the flyleaf of volume 1 and ate his way to the last page of volume 2. How far did the tip of his nose (if worms have noses) travel?

Apart from the fact that WMAL-TV will be delighted to receive your solution (and for which we offer our usual enticing mementos as prizes for your enterprise), there's a moral to this story: You can't worm your way into the Shenandoah Valley by buying Washington & Richmond. You need WSVa-TV, our sister station, to cover the Shenandoah Valley. WSVa-TV offers extremely attractive combination rates with WMAL-TV.

# wmal-tv

Channel 7

abc

Washington, D. C.

# wsva-tv

Channel 3

nbc • cbs • abc

Harrisonburg, Va.



# SPONSOR

THE WEEKLY MAGAZINE TV/RADIO ADVERTISERS USE

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- The durable sex: reflections in a video tube**
- 30** Women viewers tend to identify with tv models, project own image into beauty commercials; new research suggests best copy appeals
- Snydication—new directions**
- 32** Film/tape suppliers predict better year in '62, cite return of veteran firms to first-runs, station cooperative plans, hopes for net prime time
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- 37** Don't follow elementary selling principles, says Ohio oil ad executive
- Radio pulls them in off the road**
- 38** Dairy Queen aims primarily at motorists in Pennsylvania-Ohio campaign
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- 41** Part One of SPONSOR's semi-annual index. Covers July-December 1961

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**Officers:** Norman R. Glenn, editor and publisher; Bernard Platt, executive vice president; Elaine Couper Glenn, secretary-treasurer.

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**Advertising:** assistant sales manager, Willard L. Dougherty; southern manager, Herbert M. Martin, Jr.; midwest manager, Paul Blair; western manager, George G. Dietrich, Jr.; sales service/production, Leonice K. Mertz.

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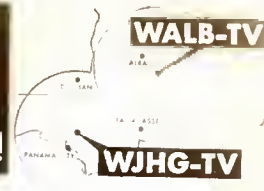
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ONE BUY!  
FOUR  
MARKETS!



- Albany
- Dothan

- Tallahassee
- Panama City

NB  
C

EXCLUSIVE
PROGRAMMING

One buy, one bill, one clearance delivers four market areas with a combined population of 1,230,700 and 211,290 TV Homes! WALB-TV and WJHG-TV dominate this area!

**WALB-TV**

Ch. 10  
Albany,  
Ga.

**WJHG-TV**

Ch. 7  
Panama City,  
Fla.


GRAY TELEVISION, INC.

Roymond E. Carow, General Manager

Represented nationally by Venard, Rintoul, McConnell, Inc. In the South by James S. Ayers Company.

## WTRF-TV

## STORY BOARD



ANNUAL AWARDS ANNOUNCED!

**BEST ONE-WORD DESCRIPTION AWARD** goes to the Grand Canyon for being "Gorges"!  
wtrf-tv Wheeling

**MAKE SCENTS AWARD** goes to Dr. Milton D. Levine who told his wife, Dr. Charlotte, that perfume names like "My Sin" and "Intimate" inspire him to look forward to "Let's"!  
Wheeling wtrf-tv

**SUGGESTION AWARD** goes to the pharmaceutical rep who told the Kefauver Committee that he was the speaker for a house of pill repute!  
wtrf-tv Wheeling

**NETWORK AWARD** goes to NBC for having such an important affiliate like WTRF-TV to dominate the buying audience in the Wheeling-Steuersville Industrial Ohio Valley!  
Wheeling wtrf-tv

**MODERN FATHER AWARD** goes to daddy-o who told his teenage son, "Man, it's real cold way out there. Get with it and dig that crazy snow!"  
wtrf-tv Wheeling

**HOW-TO-RESIGN AWARD** goes to the secretary who wrote: "My reason is becoming apparent!"  
Wheeling wtrf-tv

**REPARTEE AWARD** goes to the party gal heard to say: "I wonder who made her dress . . . probably the police!"  
wtrf-tv Wheeling

**ROUGH SUBJECT AWARD** goes to the Texas psychiatrist who has to speak to Dallas PTA groups on "Alaska: How to Explain It to Your Child."  
Wheeling wtrf-tv

**RESULTS AWARD** goes to alert advertisers who ask rep George P. Hollingbery for the WTRF-TV specifics!

**CHANNEL SEVEN**

**WHEELING, WEST VIRGINIA**

# REMEMBER WHEN



Half a century ago, before the advent of television, entertainment and cultural opportunities were limited in scope and available only to a comparative few. Today, in sharp contrast, WGAL-TV regularly presents worthwhile educational, cultural, and religious programs; accurate and informative news and sports coverage; as well as the finest in entertainment, all of which enriches the lives of many thousands of men, women, and children in the WGAL-TV viewing audience.

**WGAL-TV**  
*Channel 8*

**Lancaster, Pa.**  
**NBC and CBS**

STEINMAN STATION  
Clair McCollough, Pres.

ILLUSTRATION COURTESY OF THE BETTMANN ARCHIVE



Representative: The MEEKER Company, Inc. • New York • Chicago • Los Angeles • San Francisco



15 January 1962

# SPONSOR-WEEK

## FOR SALE: SPACE SHOT

Three tv nets plus four radio webs could do \$1.4 mil. daytime, nighttime & background for 23 Jan. orbital

The importance of special news coverage to advertisers today is underlined by an expenditure of over \$1 million likely for tv/radio network coverage of the orbital space shot by Lt. Col. John H. Glenn scheduled for 23 January.

This is big news, indeed, to advertisers, because only a little while ago this kind of coverage was stereotyped as "sustaining."

Advertiser reluctance to sponsorship of shows of this kind has now definitely broken down. A few still stay away from programs of this kind, but there's enough interest to make them quite saleable—a far cry from the days when such shows would be carried to the indifference of network sales departments.

Insiders expect audiences of record proportions to be tuned in. Average audiences could be very high and the total audience might be phenomenal.

Three tv networks and four radio webs will cover the event, most of them with six hours "live" during the day plus a half-hour wrap-up that same night.

Last week here's how sales stood, network by network.

ABC Radio had Sylvania signed for six hours of daytime coverage, including 24 commercial minutes, for an estimated price of \$32,000. ABC TV was carrying the events but was not yet out selling them.

At CBS, price being asked for six

hours of tv daytime plus a half-hour at night was \$400,000. The radio version with Arthur Godfrey (but without Godfrey commercials) was being offered at \$80,000.

Gulf at NBC automatically comes in to take the coverage under its special instant news deal with the tv network. Gulf's cost will be \$500,000 for network tv coverage from 7 a.m. on for a period expected to be six hours, and then a 10-11 p.m. special that night.

NBC is also offering a background  
(Continued on page 12, col. 3)

## TWO PLACE ORDERS FOR \$1 MIL. NBC TV SPOTS

NBC TV took orders for about \$1 million worth of nighttime minutes this past week.

Colgate-Palmolive (L&N) took eight in Dr. Kildare for Fab, and Liggett & Myers (JWT) restored 22 minutes previously dropped from 87th Precinct for L&M and Chesterfields. In other words, they'll be back with two spots a week starting 23 April, after a temporary trim to one a week.

## ABC to start "instant news"

ABC TV is reportedly trying to land a sponsor for an "instant news" continuing arrangement much like that of NBC TV with Gulf.

It's understood that Bob Lang, just brought over from CBS News, will be starting such a set-up.

## BARNATHAN TO HEAD ABC TV O&O STATIONS

ABC has beefed up its o&o operations by naming two presidents last week to head tv and radio separately.

Julius Barnathan is now president in charge of the tv o&o's. He was v.p. of affiliated tv stations and also had research reported to him.



Julius Barnathan

Stephen C. Riddleberger, who was v.p. of combined o&o's, now becomes president of the radio o&o's.

Robert L. Coe succeeds Barnathan as v.p. of affiliate relations and stations clearance.

## IN A NUTSHELL . . .

- ABC TV to start "instant news" set-up such as NBC's with Gulf
- TV, RADIO NETS could get \$1.4 mil. from 23 January orbital shot
- BARNATHAN, RIDDLEBERGER to presidency of ABC tv & radio o&o's
- BORDEN to increase ad spending for public identity of corporate image
- CBS, NFL close \$9.3 mil. tv rights deal; total \$21 mil.
- Gene Accas to Burnett as network relations v.p. in New York

## KING ELECTED A V.P. OF PGW REP FIRM

Lon King has been elected a v.p. of Peters, Griffin, Woodward.

He is director of television promotion and research.



Lon King

King joined the company in 1951 as a television account executive in the San Francisco office. He has

been an assistant vice president in his present post for the past six years. Before joining PGW, King was with NBC in San Francisco.

## Rukeyser named to new NBC News post

NBC has created a new Washington post, director of news information, and has appointed to it Merryle S. Rukeyser, Jr.



M. S. Rukeyser

Rukeyser, who has been manager of business and trade publicity in New York since 1959, joined

NBC in 1958. In 1959 he was briefly in charge of publicity for NBC News and educational tv.

## Cream of Wheat to Bates

Cream of Wheat, one of the largest spot radio users, will switch from BBDO to Ted Bates in April.

Advertiser has been revising its strategy recently. Account is worth about \$1.5 million.

## Wright to Storer radio

William L. "Bill" Wright has been named national radio sales manager for Storer Broadcasting in New York.

## Schlitz: the man that made M'boro famous

(Chicago): In the second installment of the new Schlitz (Burnett) campaign, the male identification image is coming out very strong.

This past week it became clear that there would be a Schlitz male something like the Marlboro male previously out of Burnett.

Schlitz will bear down heavily in visuals and will keep copy short and terse. The radio/tv commercials have the new slogan, "real gusto in a great light beer," and are building up the Schlitz rhomboid and brief lines such as "The beer that made Milwaukee famous."

Spot buys for the next three quarters are still flexible, with spot tv schedule probably to be extended.

## COLLIE ELECTED V.P. OF TRIGG-VAUGHN GROUP

George C. Collie, Jr., has been elected v.p. of the Trigg-Vaughn group, parent company of KOSA-TV, Odessa; KVII-TV, Amarillo, and KROD-AM-TV, El Paso.

He has been national sales manager since 1958 and will continue to serve in the same post.

## ABC Radio West reports quadrupled billings

ABC Radio's western regional network reports its billings have quadrupled during the past six months.

Farmers Insurance is placing a 52-week order this week. Since July major orders have come from Olympia Brewing, General Mills, Glenbrook Laboratories, Pennzoil, Signal Oil, Lewis Food and Lyon Van Lines.

Agency recently appointed for ABC Radio West was Albert Frank-Guenther Law.

## B&B's RICH: TV HASTY BUT NOT A WASTELAND

Television was described as "an intellectual haste-land" rather than "a vast intellectual wasteland," in a speech last week by Lee R. Rich, senior v.p., media and tv programming, of Benton & Bowles.

Rich's remarks, delivered before The Advertising Club of Metropolitan Washington, were the most recent of several broadcast and advertising replies to FCC Chairman Newton Minow.

He began his address by pointing out that television is both "a boon and a bane," and if nothing else at least "highly controversial."

Rich insisted that 12 years of tv were a relatively short span of time, yet tv had become the 10th largest industry in the country, three times as fast as it took automobiles to attain similar status.

He noted that 450 U. S. tv stations broadcast about 10 billion words annually, "more verbiage than all the plays, all the novels, all the magazines produces since the invention of the printing press in the fifteenth century."

He called television "the hungriest monster that ever devoured script." It serves a relentless taskmaster—the clock. "Because of that tyrant, it might be more fitting to call television 'an intellectual haste-land.'"

Rich admitted that a decade ago tv had Philco-Goodyear Playhouse, Kraft Theatre, Studio One and Show of Shows, but wondered how well they had been reviewed at the time.

He insisted that today's programs be contrasted: CBS Reports, NBC's Project 20, White Paper, and Close Up, shows presented by DuPont and Alcoa, specials by Westinghouse, City Service, Hallmark and others.

He termed the present level of tv but the rung of a ladder intended for climbing higher, stating "I honestly believe that a comparison of television-past with television-present

(Continued on page 62, col. 1)



# belong on your desk...



**Designed by agency men  
For agency needs**

1961 TV Basics and Radio Basics are the most comprehensive publications of their kind in the field. They cover all the basic information on all subjects necessary to help finalize a buying decision. They should be on the desk of everyone involved in the purchase of time.

Copies are still available at \$1.00 each.  
Or—get them free with a year's subscription  
to SPONSOR at \$8.00.

## **SPONSOR**

555 FIFTH AVE., NEW YORK 17  
MURRAY HILL 7-8080



## BORDEN SPENDING UP IN IMAGE QUEST

Borden is the latest company in the national grocery field to seek a public identity for its corporate image.



William H. Ewen

It proposes to back this quest — described as the President's Advertising Campaign for Expansion — with a supplementary ad budget which will be administered by William H. Ewen.

Ewen has been named to the newly created post of director of advertising services for the Borden Co.

How Borden described the corporate advertising program: it is "designed to foster the growth of the company and to assist operating divisions in promoting sales of products of special promise."

Probably an incentive to this doing added advertising is the fact that Borden's annual rate of sales increase has been only 3.4% as compared to National Dairy's 5.7%.

Incidentally, Borden's ad budget in recent years has not only gone down but on the radio side dropped from \$3.5 million to slightly over \$1 million.

## CBS NFL 1962-63 \$21 MIL. PACKAGE

It took a special Federal law to get around the anti-trust angle, but CBS TV finally signed two-year tv rights this week to the NFL games in 1962 and 1963.

Price: \$9.3 million for tv rights for two years. Time and other charges make the package worth about \$21 million total to tv advertisers over two years, or over \$10 million each season.

A similar deal was killed in July 1961 by a Federal Court in Philadelphia. Then Rep. Celler of N. Y. introduced a bill exempting profes-

sional sports leagues and individual tv networks from anti-trust prohibitions. The bill became a law last October.

After the rescinding of the 1961 deal, eleven teams signed separately with CBS, two (Baltimore and Pittsburgh) with NBC TV, and one (Cleveland) with Sports Network.

The present deal does not include the league title games. NBC has rights to that in 1962 for \$615,000.

CBS will have road games of all 14 clubs. It will also have a Thanksgiving Day game. In addition, it will have two late season games from California.

## Tv news highlights NBC 1961 report

Advances in news, in color tv, and in advertising investments were the top points of the NBC 1961 year end report.

The network had 40 news specials and 10 regular sponsored news shows. Color transmission was up 62%. Ad spending was up 11% and there were 245 different buyers.

On the radio side NBC claimed it had almost 40% of the business of all four networks.

## CBS TV STATION REPORT

CBS Television Stations Division reviewed its activity in 1961 in a year end report issued last week.

The division adopted the name CBS Television Stations National Sales for its o&o's last year, acquired an interest in a tv construction in Trinidad and in production studios in Argentina and Peru, and entered a mutual agreement with Radiotelevisione Italiana.

## Smerling to NTA presidency

Sheldon Smerling, theatrical executive and a director of NTA, was made president and chief executive officer of the company this past week.

Leonard Davis, NTA chairman, remains in that post but relinquishes the presidency to Smerling.

## Toynbee: friend(?) of free advertising

Dr. Arnold J. Toynbee, British historian, has voiced his opposition to government control of advertising.

This past week The New York Times printed a letter in which Toynbee expressed concern lest advertising, as a power of unforeseen importance, fall into state control anywhere in the world.

Although Toynbee reinforced the "free enterprise" view, he still had some barbs for advertising. He suggested as a remedy that "we should reduce the amount spent on advertising and diminish the importance and power of advertising" to make it less of a prize to control.

Toynbee also held advertising to blame for overconsumption in some countries while others are underdeveloped for lack of capital and goods.

## \$1 mil. space shot

(Continued from page 9, col. 2)

hour on Sunday, 21 January, at 6:30-7:30 p.m. in which Gulf is reportedly interested. Should Gulf not buy it it would go up for sale.

NBC Radio will also be out offering six hours of "live" coverage starting at 7 a.m. on 23 January plus a 55 minute special that night at 9:05 p.m., plus a background show on 22 January, the day before, at 9:05 10:00 p.m.

Mutual Radio is reportedly asking \$40,000 for a similar combination of six hours daytime plus a nighttime special, with a combination of minute and thirty second radio commercials.

With the tv deals worth around \$400-500 thousand each, plus a total of \$100-200 thousand more for the four radio offerings, coverage of the event, if fully sold, could top \$1. million.

# 555/5<sup>th</sup>

## Timebuyers, I apologize

May I crave your indulgence for "an extension of my remarks" to the letter you printed in the 18 December issue.

I made the statement therein that the "timebuyer makes no decision, he simply carries out orders." This . . . no way meant to be disparaging to the timebuyer himself. The decisions I referred to were the original decisions as to whether or not the radio as a medium should be used. The timebuyer is busy enough deciding where he can put the allocated dollar without being harassed by possible misinterpretations of statements such as I have made. In the larger agencies where functions are separated, it is the account executive who sets the policy and the poor timebuyer who is constantly beaten over the head by radio men and their reps.

Frederick Epstein  
*president*  
*KSTT*  
*Davenport, Iowa*

\* Epstein's additional comments refer to an 18 Dec. letter in 555 Fifth. Both letters concerned remarks on Commercial Commentary, 20 November.

## Those hep rep girls

I just wanted to let you know that your article on women in research is getting quite a bit of readership. ("Those hep rep girl researchers," 27 November)

As you know, my picture was included in the article. Many people have been calling me to comment on it, many of whom I have never met. I even received a call from Chicago.

Mary Ann Richardson  
*radio research manager*  
*II-R Representatives*  
*New York*

\* \* \*

I thought you'd like to know I've had many calls favorably commenting on your article "Those hep rep girl researchers." (27 November).

Thank you for presenting me to this industry.

Gela Gamble  
*Edward Petry & Co.*  
*New York*

## Reprint prices

Please give us price on 2,000 reprints of *Sponsor Backstage* in the 11 December issue.

Trudy Stamper  
*WSM*  
*Nashville*

\* Reprints are available at the minimum bulk rate of \$14. for 50 reprints. Prices for larger quantities upon request.

## Rep switch

I would like to correct an item appearing on page 71 of the 25 Decem-

ber issue under "Representatives" (*SPONSOR-WEEK WRAP-UP*). It is indicated here that Everett-McKinney is taking over representation of WRBC Jackson, Miss., from the Bolling Company. Actually the current representative is Bob Dore Associates and the effective date of the change is January 31, 1962.

Powell Ensign  
*executive v.p.*  
*Everett-McKinney Inc.*  
*New York*

## Tv talks back

*TIO Brochure*, Chicago edition—copy of December issue enclosed—respectfully asks permission to reprint excerpts from K&E's William B. Lewis speech as printed in the 27 November 1961 issue of *SPONSOR*. ("Time for tv to talk back.") Credit would be given to your magazine. This material would be used in the January 1962 issue.

Ethel Daccardo  
*editor*  
*TIO Brochure*  
*Chicago*

\* SPONSOR is happy to grant permission to TIO Brochure to reprint the Lewis speech



## NO, THIS IS "KNOE-LAND"

(embracing industrial, progressive North Louisiana, South Arkansas, West Mississippi)

### JUST LOOK AT THIS MARKET DATA

Population	1,520,100	Drug Sales	\$ 40,355,000
Households	423,600	Automotive Sales	\$ 299,539,000
Consumer Spendable Income		General Merchandise	\$ 148,789,000
	\$1,761,169,000	Total Retail Sales	\$1,286,255,000
Food Sales	\$ 300,486,000		

### KNOE-TV AVERAGES 71.7% SHARE OF AUDIENCE

According to March, 1961 ARB we average 71.7% share of audience from 9 o.m. to midnight, 7 days a week in Monroe metropolitan trade area.

## KNOE-TV

Channel 8  
 Monroe, Louisiana

The only commercial TV station licensed to Monroe  
 Photo: Mosow Screw Company—manufacturer of cold extruded special parts for industry, Greenville, Mississippi.

CBS • ABC

A James A. Noe Station  
 Represented by  
 H-R Television, Inc.





Starting Feb. 14, at 7:30 PM  
Howard K. Smith will speak his mind.

Howard K. Smith, as you know by now, has joined the ABC-TV News staff.

He starts work on Wednesday, Feb. 14, at 7:30 PM. At this prime time period each week he will report on and analyze the news of the week, the issues of the day.

When the news warrants it, when the issues demand it, Howard K. Smith will extend his analysis by person-to-person interviews with the persons in the news, by firsthand reports from ABC newsmen overseas, by special film coverage.

But principally, in his weekly news review, sponsored by Nationwide Insurance, Howard K. Smith will be free to do

what he does best. He will examine, sift, analyze, interpret. He will, when he deems it possible and pertinent, spell out the effects of today's news on tomorrow's headlines. And he will, in all instances, train his lucid, tempered insights and foresights on those matters that matter most in this our world today.

Thus, a good part of the news analysis that was lost to television audiences when Howard K. Smith resigned his last post is now restored—in prime, evening viewing time. We shall all be better-informed citizens for hearing this man speak his mind.

**ABC-TV**



# SPONSOR-SCOPE

15 JANUARY 1962

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PUBLICATIONS INC.

What, according to Madison Avenue talk, may turn out one of the more drastic moves in 1962-63 program planning is ABC TV's reorientation of its nighttime series' suppliers.

The impressions gathered by these agency buyers is that the network is bent on a considerable widening of its program sources, with MCA's Revue Productions (witness the Wagon Train deal), Screen Gems, Four Star, MGM, and others playing far more important parts in the composition of the next schedule.

Also deduced is this: a pronounced reduction in the alignment with Warner Bros.

In fact the prevalent expectation is that the next ABC TV schedule will be so compounded as to result in a highly-charged revised image of the network.

These agency knowledgeable evince the conviction that when the chips are down the network's activity in the news and public affairs programming area will be a long, long throw from just toe-dipping.

There could be a bitter slice of irony in the efforts being made at the moment by Shell Oil (OBM) to get back into spot tv on a grand scale.

According to reports in rep precincts the account is finding it rather hard to get the positions it would like—the target of the quest involving over 100 markets.

What Shell is looking for: prime 40's and 60's and late and fringe minutes, with a preferable \$2.10 CPM. (The 40's rate has been pre-pegged at 150% of the 20's rate.)

Making the situation that Shell finds itself in ironic is this: when the account swung 100% to newspapers a year ago it abandoned what was considered the choicest spot franchises in tv. These spots were quickly snatched up by Shell's competitors, such as Phillips, Sinclair, Amoco, Conoco, and Esso.

Adding to Shell's dilemma: in many of the markets it seeks, stations are so loaded up with nighttime oil business that they can't or won't take any more.

However, there's a rosy side to the picture for Shell. Pleased by the return of the prodigal son (the spot budget could run \$4-5 million), reps are exerting as much pressure as they can on their stations to carve out some worthwhile slots in the refiner's behalf. By spring Shell might gather just what it is aiming for.

The cigarettes have added a new recruit to spot radio. It's Spring, a mentholated brand out of Grey.

The buy is for 27 weeks in housewife and traffic times, starting 22 January.

The brand's also using daytime on ABC TV.

Other spot radio activity: Bayer Aspirin (D-F-S); Dentyne (Bates); Pall Mall (SSC&B), two weeks of saturation in March; Tetley Tea (OBM).

Proctor's Silex line (Weiss & Geller) will supplement its ABC TV daytime buy with spot tv schedules in a number of markets.

The spot campaign will run parallel to the network flights, the initial one taking effect 18 February.

Actual buying or availability-call action of the past week included: Mrs. Filbert's margarine (Y&R); Durkee's marshmallow fluff (Manoff); Silver Dust (SSC&B); Nucoa (D-F-S); Chicken of the Sea tuna (EWR&R); Helene Curtis' Spray Net (McCann-Erickson). (For more details see SPOT BUYS, page 44.)

Colgate's test of **Dynamo (NCK)**, a heavy-duty laundry liquid detergent, has now been extended to 10 markets, but there's no telling yet when the product will break out of its regional wraps.

Dynamo's prospective competitor on the national scene is Lever's **Wisk (BBDO)**.

**U. S. Tobacco** is testing a new menthol cigarette brand in several tv markets. The name of the brand: **Skis**. The agency: **Donahue & Coe**.

**Spot tv** stands a good chance of finding its share reduced when the **National Assn. of Insurance Agents** wraps up its media budget for 1962 through **Doremus**.

The thinking that's prompting the cutback: tv's done a yeoman's job of making prospects conscious of the **NAIA's** seal and, hence, it would be safe to allocate some of the budget to newspapers and outdoors.

The state co-op, however, will use as many **spot radio markets** as ever. The list runs over the 100-market-level. Program preferences will continue to be news, sports, weather. The 1962 schedules will become effective **15 March**.

Even with all the plans that **TvB** has on the board, it is evident that the association will not be immune to the continuing assertion of this rep and station battle-cry: **we need more manpower to sell tv as a medium**.

It is also obvious that rep and station members will look to **TvB** to allocate more and more of its efforts in behalf of the **spot medium**.

The essence of the seller's gripe is that there are actually only **eight men in the industry** who are devoting themselves expressly to promoting **spot tv**—and that in a medium that bills around \$600 million a year.

Apropos of this circumstance, the national sales manager for a station group learned at **Doyle-Dane-Bernbach** that it had been the recipient of **only one spot tv pitch** on **American Airlines** since getting the account last summer.

**Late night viewing**, according to **Nielsen**, underwent two changes in pattern last fall when compared to the year before. (1) **Homes using tv dropped**. (2) **The audience composition showed an increase of both men and women**.

With the November **NTI** as the base, here's a three-year comparison of homes using tv:

HOUR	1961	1960	1959
11 to midnight	28.4%	30.2%	28.2%
Midnight to 1 a.m.	15.6%	18.0%	15.5%

Audience composition figured on the same base but limited to 11 p.m.-midnight:

GROUP	1961	1960	1959
Men	41%	37%	39%
Women	50%	48%	52%
Teens	5%	7%	5%
Children	4%	8%	4%
Viewers per home	1.7	1.9	1.7

**Madison Avenue** and its environs swarmed with visiting stationmen last week, with both reps and timebuyers feeling the impact.

Stationmen usually time themselves for a New York sojourn after the Christmas and New Years holidays, but this time many of them had an added impetus. **The November comprehensive ARB** had just come to hand, the first since last March.

They also came armed with **locally-monitored spot schedules**.

In any event, it made for a lively and edifying week in rep and buyer circles.

The buying season for next fall is in full swing as far as one facet of the tv networks' schedules are concerned: the networks are locking up commitments for the shows that are in the click column.

And there's a lot of bargaining and manipulating going on in connection with this particular step. Like, for instance:

- ABC TV indicating to Ford that, if it'd like to continue its half sponsorship of Wagon Train, Ford could bring over Hazel from NBC TV, as a sweetening agent. **Ford meantime has to answer for itself these questions:** (1) What are Train's prospect for another year and how's the competition scheduling against Train? (2) Would it be wise to chance losing the audience flow from Dr. Kildare?

- CBS TV has indicated it's giving serious thought to installing Jackie Gleason in the hour now occupied by GE Theatre and Jack Benny and there's a report that P&G would be welcome to participate **if it were reciprocal enough to deliver Car 54, Where Are You?** (P&G hasn't had a comedy-variety show since it parted with Red Skelton six years ago.)

Also reported: **Jack Benny parting with CBS TV**, after 14 years, and making ABC TV his new network abode. (Having started on NBC, Benny would almost complete the circle.)

The Jell-O division of General Foods racked up the first important new buy for the 1962-63 season in network tv.

It tied up the Monday 8-8:30 p.m. and Tuesday 8:30-9 p.m. periods for alternate half-hour shows and bought a half-hour of the Garry Moore Show, all on CBS TV.

In some, this will give GF **an hour more a week than it's now sponsoring at night.** And it's not through locking out what it wants for next season.

NBC TV's new policy of readjusting on its own the prices on programs according to their latest ratings incurred last week a variety of comment among agencies.

Two of the more pertinent views:

- 1) NBC TV was doing something that, in the end, **would save it more money.** The procedure on shows with disappointing ratings had been for the agencies to try to get as **big a concession as they could** and the size of the price cut depended on how hard or persistently the agency pressed its case. Now the network has stabilized concessions.

- 2) The readjustment policy for hits and misses **won't affect the prestige of the bigger agencies.** If the revisions are to be alike for everybody, the agency with know-how will be measured by its ability to pick the winners and back its judgment with a recommendation of long-term commitments. **The end result here would be a 52-week ride at the original price.** This, of course, could also work the other way.

(See 8 December SPONSOR-SCOPE for NBC TV minute carriers whose prices have been raised or reduced.)

ABC TV turned down a piece of daytime business because it smacked as being **too much on the spot side.**

The inquiry, coming via the network's Chicago office, was from **Supreme Bakers.** What the cooperative wanted was a hookup of **20 markets**, which, obviously, the network would find itself **hard put** in linking together.

ABC TV's daytime side could easily afford to thumb out that nibble considering the week's catch, which included:

**Heublein's A-1 Sauce** (Fletcher Richards, C&H), a minute a day on five different shows. (This one had previously been on CBS TV.)

**Proctor's Silex line** (Weiss & Geller), a total of 81 minutes.

**Northam Warren's Cutex** (NCK), four minutes a week on American Bandstand.

**Pharmaco** (Ayer), five participations a week.

**Dr. Scholl's Foot Pads** (Donahue & Coe), starting in April.



Come the third week in April ABC TV will make a couple of more changes in its nighttime schedule: (1) Margie will move to Friday 7:30; (2) The Law and Mr. Jones will be resurrected for the period vacated by Margie, namely, Thursday 9:30.

In the process, P&G switches its support from Margie to Mr. Jones (with Compton again the agency of record) and Margie becomes a vehicle for Ralston commercials on an alternate week basis.

Scott Paper has apparently become reconciled to the possibility that it hasn't made a happy choice with Robert Young's Window on Main Street and it would as lief have another show in the Monday evening spot in the near future.

The decision as to what next is entirely up to CBS TV, since it controls the period. Window, which has been limping rating-wise, comes in at \$72,000 gross.

Scott's tv network outlay is at the rate of \$8 million a year.

Lever Bros. has already begun to examine what it's got on the tv networks at night with the view of laying the groundwork for its next season's plans.

One thing appears to be pretty certain: it won't go along with Jack Benny for another year.

A fair prospect: Lever putting the bulk of its nighttime billings on ABC TV.

This is the week in which a group from TvB will be trekking from automotive agency to automotive agency with the latest presentation on how tv sells cars and trucks.

Heading the TvB's crew are Pete Cash and Guy Cunningham.

Watching some of the proceedings will be Corinthian's national sales manager, Don Kearney. His objective: to find out what stations can do locally in the way of dealer contracts to foster the medium.

For reps in particular, the entry of Humble's Enco division into the tv local news sponsoring area on a grand scale there's a sense of deep rapport.

Causes for the gratification: (1) Enco, like Esso, will undoubtedly run the full calendar year; (2) over the many years of Your Esso Reporter the agency, Marschalk & Pratt, followed by McCann-Erickson, and the account's home office ad staff consistently fought for the retention of the same station, regardless of local executive whims.

The loss of Fels to spot radio, after a consistent run of about 30 years, isn't being mourned exactly by the rank and file of reps.

Reason: in its latter stages on the account, Aitkin-Kynett, which recently lost the business to Manoff, had people on the road making their own contracts directly with radio stations.

Fels' new agency sold the soapmaker on confining himself to tv and splitting the budget between spot and network.

Revlon continues to eat up advertising v.p.'s at an inordinate rate. The latest recruit for the job is William T. Suitt, who comes out of Lennen & Newell.

Within a matter of four years the occupants of Revlon's No. One ad niche have included George Abrams, Ken Beirne, William Mandel, Ted Bergmann.

Bergmann is staying on but with a special assignment.

**For other news coverage in this issue:** see Sponsor-Week, page 9; Sponsor Week Wrap-Up, page 62; Washington Week, page 51; SPONSOR Hears, page 54; Tv and Radio Newsmakers, page 68; and Film-Scope, page 52.

# PROSPECTS 1962

**A 30-minute radio program ready for air and recorded in Los Angeles, Atlanta, Boston, Chicago, Phoenix and Washington.**

... Featuring fascinating opinions from Richard Nixon, Adlai Stevenson, Pierre Salinger, George Lodge, Barry Goldwater, Everett Dirksen, Arthur Schlesinger, Jr., Roswell Gilpatric, George Romney and Ted Kennedy, as interviewed by Time correspondents.

... Produced by Time-Life Broadcast in cooperation with RKO General, narrated by Dick McCutchen.

... Will be shipped to any radio station\* in the U.S. and Canada on request, as an introductory sample of the Time-Life Broadcast News Service. No charge except for shipping and tape.

\*First priority to RKO General Stations in New York, Boston, Washington, Memphis, Detroit, Los Angeles, San Francisco, and Time-Life stations in Denver, Grand Rapids, Indianapolis, Minneapolis.

**Wire, call or write Ole G. Morby, Time-Life Broadcast News Service, Time-Life Bldg., Rockefeller Center, N.Y. 20.**

*"who knows better than my salesmen how our spot schedule on WSUN pays off?"*



THIS IS HOW C. J. STOLL, MOBILE HOME DEALER IN ST. PETERSBURG, FLORIDA, AND PAST PRESIDENT OF THE NATIONAL MOBILE HOME DEALERS ASSOCIATION, FEELS ABOUT WSUN RADIO.

"Whenever we prepare a budget for advertising my salesmen always remind me of the important results delivered to us by WSUN radio and insist that a good portion of our advertising dollars be spent on this station. I ask you, who knows better than my salesmen how our spot schedule on WSUN pays off?" This is how most local advertisers feel about the Suncoast's greatest coverage radio station. It will pay off for you, too!

Ratings vary from survey to survey; the true yardstick is SALES! Dollar for dollar by any survey, your best Tampa - St. Petersburg buy

**WSUN radio 62**

Tampa - St. Petersburg

Notl. Rep: VENARD, RINTOUL & McCONNELL  
S.E. Rep: JAMES S. AYERS

by John E. McMillin

## Commercial commentary

### The goose and the golden eggs

Next week (beginning 23 January) the networks are marching to Washington for their showdown sessions with the FCC, and what happens as a result of these hearings, may easily determine the fate of American tv.

The testimony, of course, will be delivered by high network brass—the Sarnoffs, Kintners, Goldensons, Treyzes, Stantons and Aubreys of the business—and will concern tv programing and other network practices. The interrogation is expected to be rough.

The real issues, however, will probably not be grasped by the general public, even though NBC will air three half hour shows on the hearings and ABC and CBS will give them news coverage.

Nor, I am afraid, will these issues be apparent to many advertising men and broadcasters whose stake in tv is very large.

What's involved here is a really frightening question. Will the FCC, as a result of the complaints, criticism and testimony it hears take steps to kill the tv goose that lays the golden eggs?

It is by no means sure that they won't.

Hanging over the networks is the report, widely believed in the trade, that the FCC will move to abolish all option time.

And I've seen precious little evidence that either the viewing audience, or tv advertisers and station men have any idea of the chaos, confusion and tv deterioration which this would bring.

That is why, on the eve of these new Washington hearings, I think it is worthwhile to get the matter right out on the table.

### Option time and legal emotionalism

The device of option time, which is simply a kind of "must carry" clause in network-station contracts, has been a feature of the industry for some 27 years, and has always had bitter opponents.

Foremost among these have been certain members of the bar and I think it is no accident that a chief enemy today is FCC consultant Dean Barrow of the Cincinnati University Law School.

Lawyers, as most of us in business know, can be very emotional fellows. Some are passionately determined to be negative ("you can't do that"). Others are even more passionately intent on building elaborate legal structures to justify some personal bias.

Both types are well represented in the anti-option-time ranks these days. And they have been joined by other emotionalists too.

Among these are certain program syndicators who dream of huge new markets if option time were abolished, certain independent station operators who think it would put them in clover and even some network affiliates with sugar plum visions of faster fatter profits.

(Please turn to page 59)



*what's in a shadow?*



**WWJ**

*... and what is Total Radio?*

**TOTAL PERSONALITIES**

Hugh Roberts	Les Martens
Bob Maxwell	Sonny Eliot
Bob Allison	Faye Elizabeth
John Lynker	Fran Harris

**TOTAL SPORTS**

U of M Football    Detroit Tiger Baseball  
Don Kremer's Sportscasts

**TOTAL MUSIC**

Melody Parade    Good Music    Fine Music  
Detroit Symphony Orchestra

**TOTAL NEWS**

Nine-man News Staff  
NBC News on the Hour  
Seven 15-Minute Newscasts Daily

**DETROIT'S  
GOOD BUSINESS  
STATION**

*A shadow full of sunshine  
for advertisers! Good total  
programming plus good  
sound personalities  
make WWJ your good  
business buy in Detroit.*

**NBC Affiliate**  
OWNED AND OPERATED BY THE DETROIT NEWS  
NATIONAL REPRESENTATIVES: PETERS, GRIFFIN, WOODWARD, INC.



**The Cowboy**

**...and You!** It's a winning combination: WANTED: DEAD OR ALIVE (94 half-hours), Four Star Films' fast-action Western starring Steve McQueen, which enjoyed a three-year average 24.7 Nielsen rating on the CBS Television Network. And DECEMBER BRIDE (157 half-hours), Desilu's lighthearted comedy series starring Spring Byington, which boasted an average 32.2 Nielsen during





**the Lady**

its long prime-time network run. Separately, each is a sure hit. Together, they pack a 1-2 wallop that will have competition reeling. They're available now, separately or together, for local and regional sales. How? That's where you come in. Call one of our offices in New York, Chicago, Boston, San Francisco, Atlanta, Dallas, St. Louis. In Canada: S.W. Caldwell Ltd. CBS EII MS©



**how does a tattoo**



concern you ?

**T**wo ways.

First — it's a perfect illustration of what a great campaign can do. Second — it proves that the advertiser who believes in advertising ends up a power in his industry.

So — how does this concern a broadcaster?

So — it works the same way here.

Every station that sells advertising — and has equal faith in buying it as well — always winds up with a bigger share of spot in its market.

Think it over.

And don't eliminate the "tattoo".

We respectfully suggest you find the "tattoo" that suits your station image best — then call SPONSOR.

SPONSOR reaches practically everyone involved in the purchase of time — of course. But there's a special segment it reaches best. We call it "the influential 2000" because this "influential 2000" actually purchases better than 95% of all national radio and TV spot. SPONSOR has a greater penetration of influence within this group than any other book in the broadcast field.

That's our sales "tattoo" — substantiated by every independent survey made.

▶ **SPONSOR**

THE WEEKLY MAGAZINE TV/RADIO ADVERTISERS USE

555 Fifth Ave. MU 7-8080 New York 17





# THE CITY POPULATION IS PEANUTS!



The Charlotte MARKET is  
Tops in the Southeast with  
651,300 TV Homes\*


Two hundred thousand peanuts is a fair size city patch, but it's *still* peanuts compared to the TV Homes in the elephantine Charlotte Television Market.

*Don't forget!* WBTV Delivers 55.3% more TV Homes than Charlotte Station "B"! \*\*

Compare these SE Markets!



\*Television Magazine—1961 \*\*ARB 1960 Coverage Study—Average Daily Total Homes Delivered

Represented Nationally by Television Advertising  Representatives, Inc

PHILCO is launching a multi-million dollar advertising program on consumer electronic and appliance products with \$1 million allocated on 10 top-rated network shows

The Shower of Stars Starts Jan  
**BIGGEST SHOWS** on the

**MARKETING  
EXPLOSION IN  
APPLIANCES**

<b>Naked City</b>	<b>Hawaiian Eye</b>	<b>The Untouchables</b>
<p>ABC NETWORK Tuesday—10 to 11 P.M. 233 STATIONS</p> <p>Average Rating . . . 18.5 Average Homes . . . 8,950,000 Average Viewers . . . 22,400,000</p>	<p>ABC NETWORK Wednesday—9 to 10 P.M. 223 STATIONS</p> <p>Average Rating . . . 18.5 Average Homes . . . 8,950,000 Average Viewers . . . 22,400,000</p>	<p>ABC NETWORK Thursday—10 to 11 P. 211 STATIONS</p> <p>Average Rating . . . 18.5 Average Homes . . . 8,950,000 Average Viewers . . . 22,400,000</p>
 EW! PHILCO COMPACTS BRING	 SPECIAL Get the DEAL!	 NEW! PHILCO TABLE TV VALUE

**Ford's takeover of Philco Corp., ferment among discounters means more tv revenue**

A dazzling marketing revolution is taking place in the appliance industry. It bears all the unmistakable earmarks of bringing additional revenue to both network and spot television.

The retailing upheaval is producing mass customers for mass merchandisers. And as competition grows keener for the consumer's dollar, more of the discounters will begin to use the television me-

**LOOK AT THE SHOWS!**  
Mysteries! Adventures! Westerns!  
Comedies! Movies! Different  
... on different nights  
... at times ... on

dium, according to experts. Meanwhile significant occurrences in the appliance field which undoubtedly will spell considerably increased revenue to broadcasters are as follows:

- Ford Motor Co.'s takeover of the Philco Corp., the Philadelphia electronics concern.
- Philco's new multi-million dollar advertising campaign on consumer and appliance products



with more than \$1 million allocated to television in the first quarter of this year.

- A stepped up campaign on television on the part of Philco's competitors.

- The tremendous change taking place in the discount centers of America and their more aggressive use of local television.

- The Philco "instant dividend (ID) plan" in supermarkets and the heated controversy it has created in marketing circles. The plan calls for customers to save their cash register tapes toward payment of major appliances and television receivers.

- The campaign on the part of na-

There's A

# PHILCO

EE Famous for Quality the World Over


In Your Future

And We're Sure You Can

## Af FORD It

On the—

### BIG



Philco  
\*Instant Dividend Plan

\*TM Philco Finance Corp.

PHILCO promoted ID plan (above) via Thorofare supermarkets in Pittsburgh. Typical of opposition was Vercharen's (below) independent food store which downgraded bonus idea by comparing it with company stores

HISTORY REPEATS ITSELF...



"I OWE MY SOUL TO THE COMPANY STORE... WITH STAMPS, GIMMICKS AND TAPES!"

WHY PAY MORE?

tional spot reps to get some of the appliance advertising business away from networks, magazines, and newspaper co-op.

The full effect of the Ford Motor Co. takeover of the Philco Corp. last month is yet to be felt but industry observers are certain that Ford will proceed to make a tremendous indention in the household appliance business. It may place Ford eventually in the same league with its principal competitor, General Motors Corp. Philco has a fair-sized amount of its production in the radio, television, dryer, freezer, refrigerator, and washer fields. Moreover, Ford is a pronounced believer in television as a vehicle for maintaining its image among consumers, according to knowledgeable observers; and they reason that Ford will employ the same tactics to enhance Philco's role in the appliance field.

Ford definitely plans to strengthen Philco's position in the major appliance-radio-television industry, according to Charles E. Beek, the new Philco president and chief executive officer. Beek was formerly director of the Ford business planning office. "Approximately half of Philco's assets are in the consumer products area," Beek said recently. "You can be sure we intend to make good use of them while making Philco more of a force in the industry. Ford plans to tie its name with that of Philco in all advertising and sales promotions. This will be done by including Ford's symbol in all ads and stating that Philco is a Ford subsidiary."

On the heels of this upbeat statement came the news that Philco will set off a multi-million dollar advertising program this year. The campaign—dubbed Operation Impact—will lay heavy emphasis on its consumer electronic and appliance products. First quarter spendings, according to reports, will be between \$2,000,000 and \$3,000,000. Operation Impact marks Philco's return to network television, more national magazine coverage, and "greater equity in co-op reserves to company distributors and dealers for local newspaper advertising."

SPONSOR learned that Philco expects to spend approximately \$1 million in television during the first



DISCOUNT houses with their appliances are aggressive local users of the tv medium, in opinion of Norman E. Cash, TvB president



NO CHANNEL of distribution has developed faster than appliance discount house, says Stephen Masters, pres. of Masters, Inc.

quarter of this year. ABC TV will get about \$700,000 and NBC TV will gain \$300,000. Philco also co-sponsors the finals of the Miss America Pageant in Atlantic City on CBS TV every year. The television section of the current advertising campaign is tagged "Shower of Stars Sell-Abriation" with 10 weekly network shows carrying Philco product commercials. Starting this month, Philco will be a participating sponsor on an average of three tv shows a week during the next three months on *Ben Casey*, ABC; *Adventures in Paradise*, ABC; *Cain's 100*, NBC; *Laramie*.

NBC; *Naked City*, ABC; *Hawaiian Eye*, ABC; *The Untouchables*, ABC; *The Detectives*, NBC; *Target: The Corrupters*, ABC, and *Saturday Night at the Movies*, NBC.

Henry E. Bowes, vice president of Philco and general manager of its consumer division, told Philco dealers that the first quarter advertising campaign exceeds that of any previous mid-winter advertising-promotional activity and, in his opinion, should prove an effective sales stimulant to Philco dealers and Philco products. Philco dealers have received a staggering amount of promotional literature and point-of-sale displays. Dealers will have an opportunity to feature pictures of each show's stars.

In addition to the unprecedented mid-winter campaign in television, Philco is buying 19 full-page ads in eight national magazines during the first quarter and newspaper advertising will be concentrated in 14 major marketing areas covering 239 publications in approximately 200 cities. Eight ads have been developed for this promotion with half being covered 100% by Philco's new co-op fund.

Philco dealers, for the first time, also are getting communiques signed by Henry Ford II, the auto company's chairman of the board. A special presentation brochure on Operation Impact with a letter of welcome from Ford has gone to all Philco dealers. The brochure gives a detailed breakdown on Philco's television and other media plans. The brochure makes it clear that among the effects of Operation Impact will be more than 230 million Philco impressions on network television, not to mention the impact derived from other media.

Philco has also made it plain that it has no intention of switching agencies and will stay with BBDO. There were rumors afloat that Philco might move from the agency after its acquisition by Ford because BBDO also had some Chrysler business in the hop.

But ferment there is aplenty in the appliance business today and some of it is affecting the Madison Avenue agencies.

Item: the portable appliance divi-

sion of Westinghouse with its \$1,000,000 ad budget recently moved from McCann-Erickson to Grey Advertising. Grey, for the past four years, has looked after the company's tv/radio division.

Item: last April, the Westinghouse Broadcasting Co. account also went to Grey.

McCann-Erickson continues as the agency for Westinghouse's major appliances. Asked why the changes were made, Chris J. Witting, vice president in charge of the Westinghouse consumer products group, said it was

"because the distribution of the radio-phonograph department is virtually parallel to that of portable appliances."

Virtually all broadcasters, network as well as independent, regarded the Ford buy of Philco as a shot in the arm for the broadcast industry. Network executives, in particular, greeted the change-over with considerable optimism, among them Thomas B. McFadden, vice president for national sales, NBC TV network. "The Ford acquisition of Philco is indeed a good omen," McFadden declared.

## Major appliance makers to increase budgets



WITH PHILCO's beefed-up television campaign for the first quarter of this year, it is predicted that rival electrical appliance manufacturers will do likewise. Meanwhile, Maytag has participation sponsorship in 'Maverick' (upper l) on ABC TV; Westinghouse has specials on both NBC TV (upper r) and ABC TV; General Electric Co. has full sponsorship of 'G-E College Bowl' (lower l) and 'General Electric Theatre,' and Radio Corp. of America has acquired one-half sponsorship of 'Disney's Wonderful World of Color' on NBC TV



"Ford is a maximum discount customer and consequently its subsidiary, Philco, would enjoy the benefits of such an arrangement."

The major appliance field is a category, according to many in the broadcasting field, which hasn't yet been properly sold on air media. It is a sphere of business which desperately calls for study by the sales development boys of the networks, according to those familiar with the appliance maker problem. Some informed broadcasters also believe that magazines, insofar as the appliance industry is concerned, do a better merchandising job than tv.

The return of Philco and Motorola, in particular, to active use of television, in addition to those who have used television regularly, makes the outlook promising, according to Norman E. Cash, TVB president. Cash told SPONSOR that national advertising by appliance manufacturers in recent months has moved upward "and we anticipate it will continue to do so in 1962.

"A larger share of manufacturers' co-op advertising expenditures is yet to be achieved for television, though in many instances television has worked well for local appliance dealers," Cash declared. "Through such success, we hope for greater television use locally in the years ahead."

On the other hand, William B. Rohn, director of marketing, Edward Petry & Co., thought television national spot dollars allocated by appliance manufacturers for 1962 should be about the same as last year "unless drastic changes are made in co-operative allotments.

"The growth of discount centers and the increasing number of department stores selling appliances at cut rates may hasten a review of the co-op funds," Rohn said. "Dealer demand for a better price break from suppliers may force a return of advertising initiative to the manufacturers who may be unable to grant both allowances. Tv spot may then be considered in true media terms."

Broadcasters are convinced that with better presentations and merchandising they can bring in more appliance business in the years ahead. They regard past income from major  
(Please turn to page 49)

# THE DURABLE SEX:

- Modern researchers see evidence that the durable sex is narcissistic in relation to beauty aid commercials
- Image of sophisticated suburbanite woman has effective mass appeal to the American female tv viewers

**T**he durable sex—from Amelia Bloomer to Gussie Moran—has been studied in depth by a raft of 20th Century anthropologists, sociologists, and psychologists, not to mention numerous Madison Avenue advertising men. More recently, researchers with furrowed brows and bar graphs have probed deeply into the American woman's unguarded responses to television commercials.

The findings are often significant and occasionally throw considerable light on the impact of video commercials. For example, probes have emerged with such portentous findings as these:

- There is evidence that American women are deeply narcissistic, re-

sponding strongly to beauty product commercials that depict self-gratification.

• The sophisticated suburbanite woman has an extraordinary mass appeal to the American female and her image in a television commercial is a splendid motivating copy idea.

By coincidence, two organizations one, the Schwerin Research Corp., New York, and the other, the Long Island (N. Y.) Consultation Center, this week simultaneously released analyses (Schwerin the first and LICC the second) on the formidable albeit absorbing, subject of women and their television "images."

John V. Roberts, vice president of Schwerin, a pioneer in qualitative

## See suburban housewife symbol desirable



**FINDINGS** on what American women identify with have emerged from Schwerin Research Corp. studies by John V. Roberts, v.p.



**ATTRIBUTES** of the suburbanite symbol are probed by Bernard Frankel, exec. director of the Long Island Consultation Center



# REFLECTIONS IN A VIDEO TUBE

## Schwerin researcher offers tips on appealing to women\*

1. *Don't show a woman in a drudgery situation.*

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2. *Don't, in a demonstration of a complicated process, stress all the steps involved.*

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3. *Don't stress a negative "before" situation.*

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4. *Don't show a mother as a super-efficient person.*

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5. *Don't reward a woman merely with the removal of a negative situation.*

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6. *Don't go to either extreme of age in choosing a model, presenter, or spokeswoman for your product unless you are appealing to a specific age group.*

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7. *Don't be afraid to break any of the above rules if you think your product absolutely warrants a particular technique.*

\*By John V. Roberts, vice president, Schwerin Research Corp.

roadcasting research, came up with a set of provocative findings on what situations women identify with, what makes them unmoved, and sundry other conclusions drawn from what the researcher brightly describes as "neo-Rorschachian analysis."

The suburban housewife symbol has been brought into sharper focus by the findings of two researchers identified with the L. I. Consultation Center, located in New York City's Forest Hills, and described as one of the largest psychiatric treatment centers in New York State. They are Bernard Frankel, executive director, and Dr. Eli Feldman, clinical psychologist, family life specialist, and director of psychological services at the center.

To fully understand the American woman is an almost impossible assignment but intense methodological investigation continues nonetheless among independent research communities.

Here is what Schwerin has found out about narcissism: The ablu-

tion commercial, as Roberts sees it, commonly set in a bathroom "whose elegance would arouse the envy of a queen, or in a sylvan setting where a discreetly nude Diana bathes in a secluded spot or under a waterfall, seems particularly appealing to women."

Roberts said this is also the type of commercial that appeals to men, "though presumably not for the same reason. or, as a psychiatrist would say, it projects a situation from which men and women receive different gratifications.

"Such commercials are always marked by a great emphasis on tactual images," Roberts opined. "The model appears to be caressing her skin with whipped cream and wears an expression of sensual pleasure. In no sense are these commercials sexy or suggestive. There are no leering satyrs or low-flying airplanes. The model is alone, pampering herself, and enjoying it with almost unseemly pleasure."

Statistical verification of this vein

of narcissism is suggested by a Schwerin study of 59 shampoo commercials. In this study, Roberts and his colleagues found that male admiration of women was less potent as a selling point than self-admiration. So, the researchers theorized that "there may be ways to a man's heart, but women seem skeptical that use of the correct shampoo is one of them."

"In other words, the American woman seems to identify with portrayals of her as a beautiful object—not as the temptress," Roberts asserted.

SRC researchers, according to Roberts, also discovered that commercials depicting women as sexual aggressors frequently create a negative female reaction. "It is when the man takes the initiative that commercials slanted to women achieve maximum effectiveness," Roberts pointed out. "Interestingly, the rule does not apply when the commercial is male-oriented and the girl makes the advances. Let Madison Avenue make

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# SYNDICATION—NEW DIRECTIONS

► Observers see industry plus in station cooperative plans, in elimination of fly-by-night film operations

► Others encouraged by return of veteran companies to first-runs, by hoped-for release of some net prime time

**A** nervous industry, emerging from the year of its greatest decline, asked itself a vital question this week: what is the future of tv syndication and where is the star to steer it by? That the question is being asked is not idle musing. A number

of developments in the fading weeks of 1961 have brought a new firmness (and hope) to syndication planning.

Among the most significant developments is the Katz Agency-Ziv-United Artists "Trailblazer" project,

which calls for the purchase of two first-run half-hour programs for the fall of 1962 by a group of Katz stations. Others were wringing an ounce of optimism from:

1. Industry stabilization, with fly-by-night operations gone with the video wind.

2. Return of several veteran syndicators to first-run production.

3. Hope, however slim, of network release of some prime time.

The Katz-Ziv-UA arrangement, pooling the purchasing power of some 30 to 40 non-competitive stations in major markets, comes at a

## Three syndicators who view industry's future with optimism



'I am firm in the belief that there is a great future for syndication. The need for it is obviously emphasized when one considers that the networks are finding it increasingly difficult to supply adequate programming. Syndicated programming allows network affiliates and independents a selective advantage.'

**Leonard Davis, chairman of the board, NTA**



'The supply of first-run product for syndication has dwindled to a trickle in the past year or two. But even though the number of available time periods for syndicated product are more scarce now, programming is still the backbone of any broadcaster's schedule. He will find time for top-flight first-runs.'

**Sam Cook Digges, administrative vice president, CBS Films**



'Despite the currently keen competition of syndication, I am optimistic. Unlike the seller's market of five or six years ago, when a bunch of order-takers invaded the field for a short-lived stay, tv distribution is now a business for experts only. There is no margin for error left in syndication.'

**Seymour Reed, president, Official Films**



ime when the dearth of both new product and regional sponsors has taken its toll of virtually every U. S. syndicator. The total of first-run half-hour syndicated releases from major suppliers fell from 29 in 1956 to six in 1961. Such traditional users of syndicated programming as American Tobacco, Brown & Williamson, Ballantine, Falstaff, Carling, Conoco, and Studebaker either have abandoned, or are in the process of abandoning, their regional sponsorships. Only off-network re-runs and a notable growth in international sales have kept tv syndication afloat.

A variety of reasons are offered for the sharp first-run decline. Difficulties in prime time clearance, production economics, keener competition, sponsor unwillingness to pay equitable prices for top-notch shows, the flood of Johnny-come-latelys with poor business practices and poorer product—all have shared, say trade analysts, in new product diminution. And while many syndicators fell by the wayside, or merged with increasing regularity, the years 1960 and 1961 were mainly years of adjustment rather than innovation. Along with off-network re-runs and foreign distribution, most remaining syndicators concentrated on network sales, on the growing demand for children's programming, on merchandise licensing, on commercials production, on five minute programs, on feature film sales and on films for industry and education.

Some of these activities, though high in profit, were lower in gross than first-run syndication. But their chief effect, industry leaders contend, has been to deprive stations of a still much-needed source of off-network programming as well as the syndicator's very backbone.

The stimulus being generated by the Katz-Ziv-UA Trailblazer plan has its origin in what many now view as a definite trend: a station cooperative movement that could conceivably put first-run syndication back on its feet. The two-program agreement, announced last month, projects the sale of one program to a national or regional sponsor as an outright purchase in prime time. The other program is designed for sale as an announcement carrier, to be

scheduled at the station's discretion.

The arrangement—one experimental year with option to renew—gives a Katz review committee of four men the right to select the two programs from among Ziv-UA's 1962-63 potential. This committee, consisting of Merl L. Galusha, operations manager of WRGB, Schenectady; Robert Olson, program manager of WTVT, Tampa; Jack Tipton, station manager of KLZ-TV, Denver, and Ollie Blackwell, Katz Agency director of audience development and now in charge of the Trailblazer operation, began its review of the film company's offerings on 8 January, in New York. Their job not only is to select the best programs offered, but also to see that program outlines meet the stations' requirements for quality, good taste, interest, and saleability.

"In addition to Trailblazer's contribution to the revitalization of program sponsorship by national spot advertisers," says Eugene Katz, president of the Katz Agency, "it is an experiment requiring most stations to spend no more money for participation than they would normally spend for syndicated programs. In spite of its modesty, the project can produce significant consequences for the industry."

The idea of pre-production selectivity by stations is not a new one. It actually goes back many years. But it is getting hard attention now. In April, 1960, prior to the NAB convention in Chicago, a similar station cooperative plan called "4 D" was presented to its membership by TV Stations, Inc. Owned by over 100 member stations, the firm was founded eight years ago as a film buying organization, mainly for medium to smaller size markets. Its "4 D" presentation called for the same type of pre-production, guaranteed prime time, and national or regional sale arrangement that the Katz-Ziv-UA plan contains. Since its initial unveiling, TV Stations, Inc., has conducted countless conferences with film companies, and is currently studying the potential product of several major suppliers.

Like Trailblazer, the "4 D" plan is designed to insure quality programming by assuring the syndica-

## Heads project seen as syndication trend



**OLLIE BLACKWELL**, Katz Agency's director of audience development, takes charge this month of review committee for selecting two pre-production Ziv-UA films. The plan calls for 1962 starts on most Katz stations

tor of a sizeable station lineup. "Member stations," says Herb Jacobs, president of TV Stations, "can thus obtain quality without accompanying cost spiral, gain better control over their own type of programming, enhance the pre-sale of off-the-net time, be guaranteed a time sale if the show is sold regionally, not have to invest a penny at any time, and assure themselves a source of supply."

The importance of the station cooperative movement is bolstered, too, by the formation of special program units by station groups themselves—notably Storer, Westinghouse, and RKO General. Storer Programs, in particular, has entered syndication on a full-scale basis. Setting up shop only six months ago, it now has two programs in distribution: *Divorce Court*, originally a local, live production on KTTV in Los Angeles, now both taped and filmed for 34 stations; and *Men of Destiny*, a new biographical series produced by Pathe. In addition, SPI is currently making extensive plans for the pro-



## Six-year decline in first-run syndication

New half-hour releases from major suppliers, 1956-1961

Company	'56	'57	'58	'59	'60	'61
ABC	3	1	0	1	0	0
CBS	2	1	1	2	1	0
FLAMINGO	2	1	0	1	0	0
GUILD	3	2	0	0	0	0
ITC-TPA	3	1	2	2	1	2
MCA	3	2	1	1	0	0
NBC	2	2	3	1	2	0
NTA	4	2	4	1	1	0
OFFICIAL	0	3	0	1	0	0
SCREEN GEMS	2	2	1	1	1	1
ZIV-UA*	5	3	4	4	3	3
	29	20	16	15	9	6

\*First three years, Ziv only; 1959—UA 1, Ziv 3

duction and sale of a first-run series on the history of communism.

"I have no doubt of prime time clearance for this communism series," Terry Lee, vice president of Storer Broadcasting Co. and the man in charge of SPI, told SPONSOR. "We're extremely interested in the public affairs side of syndication, not only for our own stations but for others as well. We feel that our experience in broadcasting qualifies our knowing the kind of programing attractive to stations. Certainly all first-run programing cannot and must not come from networks."

Along with the impetus given them by cooperative pre-production arrangements, some syndicators point to a stabilization, or "bottoming out," as good reason to be optimistic of syndication's future, especially in the area of first-run programing.

"Unlike the seller's market of five or six years ago, when a bunch of order-takers invaded the field for a short-lived stay, tv distribution is now a business for experts only," says Seymour Reed, president of Official Films. "There is little or no margin for error left in syndication. A syndicator must not only have

sound financing but must also choose his product just as soundly." Official, which last summer acquired four off-network properties—*Peter Gunn*, *Mr. Lucky*, *Yancy Derringer*, and *Wire Service*—is currently concentrating on a first-run half-hour series, *Biography*, which has already been sold regionally to Pacific Gas & Electric Co., through BBDO, and Chemical Bank New York Trust Co., via Benton & Bowles.

ITC's Abe Mandell, vice president in charge of sales and administration, sees the industry's leveling-off as significant, too. "Syndication in 1962 looks bright," he says, "but only for those who by the nature of their economic set-up are able to produce the finest quality for local viewing." ITC's ability to amortize production costs all over the world, rather than presenting the full bill to local U.S. station operators, is responsible for its own slate of first-run properties, Mandell adds. ITC, during the last six months, put into syndication both *Whiplash*, an Australian "western" shot on location, and *Supercar*, an action-adventure series involving a new electronic process called supermarionation. It also began produc-

tion of new episodes of *Danger Man*, which had a brief network run on CBS TV, and is currently producing, with Paramount Studios, a new cartoon series, *Kozmo—The Kid From Mars*, as well as planning distribution of a new Filmaster series, *The Beachcomber*.

Of equal significance to the station cooperative movement and the leveling-off process, say syndicators, is the return of such companies as CBS Films and NTA to the production and/or distribution of first-run properties.

CBS Films, with a 39-episode series, *The Pursuers*, ready for 1962 starts, dropped out of the first-run picture in 1961, confining itself (as did NBC Films) to re-run and off-network sales. In discussing its return, Sam Cook Digges, administrative vice president, said that although the number of available time periods for syndicated product are more scarce than they were two, three, or five years ago, "programing is still the backbone of any broadcaster's schedule and the astute broadcaster will find time for top-flight first-run syndicated product."

NTA, long silent on its syndication activities, has announced production of a new adventure series "of the caliber of *The Third Man*," being readied for fall release. Also on tap is a new group of half-hour Mantovani shows, featuring both the Mantovani orchestra and musical guest stars. "Far from standing still," Leonard Davis, chairman of the board and president of NTA, said in announcing the new products. "NTA is approaching the coming year with added impetus in all areas of the company."

"I am firm in the belief that there is a great future for syndication," Davis affirmed. "The need for it is obviously emphasized when one considers that the networks are finding it increasingly difficult to supply adequate programing to the 544 commercial television stations. In addition, there are 58 non-commercial stations in this country that also require servicing. Each of these outlets programs an average of 15-and-a-half hours a day. Syndicated programing would seem the natural source for filling some of these hours. It has the added advantage of giving

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# IT TAKES TIME, TOIL, TALENT

✔ John Ennis, Fletcher Richards v.p. and media director, tells how he traveled the timebuyer and account man route to head media man at top Gotham agency

**W**hat does it take to make a media director? Time, toil and talent, says John Ennis, v.p. and media director of Fletcher Richards, Calkins & Holden. The time and toil, explains Ennis, is strictly your own. The tal-

ent, however, is quite another matter: it's the stuff that rubs off from the pros in the business who contribute to your learning. Provided, he adds, you've had the good fortune to have had exposure to top-notch ad

talent along the way.

Ennis, who made it to his present niche as media head of a good-sized New York agency by trudging the timebuyer and account-man path, speaks from personal experience. His

**DON'T BE AFRAID** to ask questions, and know your market well before you buy, John Ennis, FRC&H v.p.-media dir. advises aspiring media heads





own "book of experience," as Ennis terms it, was written over a baker's dozen years as media executive and six earlier years as account man. The account work provided him with a valuable foundation for determining the later development of his career, he believes.

"Account work," Ennis recalls, "was stimulating." So much so, apparently, it stimulated him right smack into the media department. Mulling over the past years to his young ambitions, Ennis traces the early attraction to this particular area of the ad business to the diversity encountered there. He links as additional appeal the intimate connection with marketing.

A "wild Irishman" as he has been dubbed without malice by his colleagues—ruddy-complexioned and wiry Ennis began eyeing the advertising world in his Columbia University days. With the college courses still fresh in his mind, the young Ennis made tracks to Benton & Bowles where he signed up for the trainee course. After two years of apprenticeship, Ennis moved up to

account work and later into that agency's media department where he remained for four years working on various package goods accounts.

In 1951 he joined Bryan Houston, Inc., as media supervisor. Six years later he was made a vice president and media director. [Bryan Houston became Fletcher Richards, Calkins & Holden after a merger in 1959.]

The route Ennis traveled—from timebuyer to media head—was not without its frustrations or its share of errors. But, says Ennis, from out of every frustration and error there emerged a valuable lesson.

If John Ennis had a mind to put out a handbook of advice nuggets for the aspiring media man, the points-to-remember—dredged up from his own experiences—could easily be summed up in five rules.

1) *Don't nod your head.*

"It has been my theory that the easiest medium to buy is not the most productive and there have been numerous situations in which a nod of the head or general agreement with an associate would be the easiest way up. My advice: don't nod

your head in any direction unless you are firmly convinced that you are offering the best to the client."

2) *Ask questions.*

"Don't be proud, ask questions of anybody and everybody. A learning media person (and this is hard to do) should always assume that the salesman is smarter than he is . . . but shouldn't admit it."

3) *Work with figures.*

"Pursue any area that involves figure work, particularly with money, and never be bored at all with any statistical information that might become available to you. Be bored only after you analyze it in relation to a media problem and then never forget to remember that you learned something from this pesty work."

4) *Visit stations and meet people.*

"Travel and see America at every opportunity. Get to know people, different types of people, and try to meet as many as possible. People think differently in various parts of the country and it helps to know how to market products when you know people and their thinking—in various geographic areas."

5) *Get organized.*

"If at all possible, get up for yourself a weekly time schedule which will allow you to get out from under the paper work and details and to pursue a better way to get the sales job done."

In addition to the outlined points above, Ennis would alert would-be media experts to the advantages derived from exposure to all types of accounts. A well-rounded education, says Ennis, is the fruit harvested from the many facets surrounding buying for different accounts. Ennis has handled accounts which covered this wide range of categories: airplane manufacturer, rubber products, petroleum, beer, coffee, liquor, chemicals, food, textiles, soap, insurance, pharmaceuticals, publishing, airlines, and firearms.

He also has a few educational words to pass along about what he calls "customer's golf." "Speaking for myself," he says, "I feel that I am somewhat of an expert at customer's golf in that I may always lose (the game) but it is infrequent

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**GETTING OUT ON THE ROAD** to spend time with radio/tv ad men is important, says John Ennis (r), shown here with Robert Boulware, FRC&H v.p. and assoc. media dir.



# HOW NOT TO SELL RADIO

Just don't follow the elementary principles of selling, according to Robert K. Swanson, ad media manager of Ohio Oil, which used 130 radio stations during 1961

The reasons why radio stations fail to sell themselves to advertisers often have nothing to do with whether the station is a good buy or not.

A station (or its rep) commonly gets the heave-ho because it doesn't observe some of the elementary principles of media salesmanship.

Such is the conclusion of Robert K. Swanson, advertising media manager of The Ohio Oil Co., marketer of Marathon petroleum products through 2,300 Marathon service stations in six midwestern states.

Swanson recently had an opportunity to spell out the specifics of this conclusion when his doctors prescribed four weeks of complete voice rest for an acute laryngitis condition.

The Ohio Oil executive continued to work and, since he couldn't talk, he decided to prepare a series of

typewritten questions to throw at visiting media representatives.

Ohio Oil dangles no mean lure before U. S. radio stations. Its ad budget for its Marathon gasolines (Super "M" and Mile-maker) and VEP motor oil will total more than \$2 million this year. About \$250,000 is allocated for spot radio programs and announcements. In 1961, Ohio Oil used nearly 130 stations in 80 markets. (Tv is a relatively minor factor.)

Swanson estimates that about 260 radio reps and radio station executives tried to sell their wares directly to the Ohio Oil Co. during the first 11 months of 1961. This doesn't include the hordes of station and rep people contacting timebuyers at N. W. Ayer, Ohio Oil's agency.

Swanson put four questions to sta-

tion and rep people. Here are the questions and his conclusions.

1. *Are you acquainted with Marathon's marketing pattern?*

It's surprising, says Swanson, how few undertake "even the most basic investigation.

"In 1961 there were at least a dozen salesmen who had traveled over 100 miles to see us only to find out that The Ohio Oil Co. did not have Marathon service stations in their listening areas. Hard to believe—but it happened.

"A little leg work, plus a phone call or two, would have put them on the right track, saved a lot of valuable time, and provided the necessary background information to inspire confidence and win the respect of the prospective client."

2. *What, specifically, are you try-*

## Four key queries Ohio Oil adman asked visiting station men, reps

1. *Are you acquainted with Marathon's marketing pattern?*
2. *What, specifically, are you trying to sell—and at what cost?*
3. *What information is available on the proposed sale—past history ratings, local information, etc.?*
4. *What, if anything, does your radio station plan to do to merchandise this program or spot schedule?*



Robert K. Swanson (r) of Ohio Oil wrote out four basic questions above for reps during four-week period when he had acute laryngitis

ing to sell- and at what cost?

Swanson concedes this question seems elementary; yet, he points out, "too many" representatives of stations fail in this area.

"Many glibly discuss program details on spot schedules," notes Swanson, "without giving the basic facts to the potential advertiser." Swanson recommends a one-page typewritten sheet with itemized information. This sheet, he says, will later be on the advertising manager's desk to remind him of the material reviewed.

3. *What information is available on the proposed sale—past history, ratings, local information, etc.?*

In this area Swanson recommends a one- or two-page summary which can be expanded in discussion. He advises stations to stick to pertinent facts and not to try to "hoodwink" the ad manager or timebuyer. "Give them credit for a little intelligence.

"A case in point are the 'letters' written by local dealers demanding that such-and-such a radio station be used. An actual letter might carry some weight, but a pre-printed letter or a letter made up by the radio station and signed by the dealer, has absolutely no influence—and in many cases hurts the sales story.

"Thus, a major rule for all media representatives: be honest. Dishonesty or exaggerations of information may help make one sale—but will cost many future sales."

1. *What, if anything, does your radio station plan to do to merchandise this program or spot schedule?*

Few radio stations answer this question with anything but generalities like "a lot," or "we are considered the best merchandiser in this area," Swanson said.

"If the radio station is willing to cooperate to such-and-such an extent, they should say so," declared Swanson. "Do you send letters? Hold sales meetings? Say so! If not—admit it! No beating around the bush and no promises that cannot be delivered."

Obviously, Ohio Oil is satisfied that many stations do a good job. Otherwise, the company wouldn't be in radio. Among stations cited as doing a good job in this area by Bob Smith, administrative assistant to

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MOTORISTS are pulled up to a typical Dairy Queen store for 'impulse-buy' refreshments

## RADIO PULLS THEM IN OFF THE ROAD

➤ 110 stations in Pennsylvania and Ohio issue forth Dairy Queen call for motorists' impulse purchases

➤ From 12-24 spots per station per week are divided between two-day sales week-end 'name builders'

"Driving along the Pennsylvania Turnpike from Pittsburgh to Philadelphia (or vice versa) a motorist may hear a good 200 Dairy Queen radio announcements."

That's how a spokesman for Dairy Queen's Pennsylvania and Ohio agency, Goldman & Shoop, Pittsburgh, illustrates the spring-summer media plan developed on behalf of Dairy Queen operators.

"Dairy Queen Soft-Serve [a form of soft ice cream] is virtually 100% an impulse buy for automobile riders, and we've found that radio, therefore, is the ideal advertising medium for it," states Sid Goppman, account executive at the agency.

He goes on to explain that newspapers were tried when his agency first got the Pennsylvania Dairy Queen account (1955), but the medium "fell flat on its face." It seems that advertisements were run with coupons, which customers were supposed to bring along in order to get a

discount. Few showed up with coupons, and much confusion and discontent resulted when other customers were refused the discount because they didn't know about the ad.

Even if people do see a Dairy



SID GOPPMAN, acct exec at Goldman & Shoop, Pittsburgh, sees motorists as prime Dairy Queen target, and radio as the medium



Queen newspaper ad, the exposure is too far removed from the time of the impulse purchase, i.e., while out driving, according to Goppman. He has similar feelings about tv for such a client, namely to reach people only at home is not direct enough.

Therefore, with the coming season Dairy Queen heads into its fourth consecutive year of total reliance on radio in Pennsylvania, where the buy takes in about 55 stations. (For the initial radio presentation to the Pennsylvania group, KDKA, Pittsburgh, personality Rege Cordic lent his sonorous voice.)

Dairy Queen is a national organization with 3,300 franchised operations. The franchise consists of a restricted area for each store plus a standardization of building, equipment, point-of-sale advertising and the know-how of operating a store specializing in "soft" ice cream products, cones, sundaes, malts, shakes, etc.

Franchise holders are organized by political subdivision, usually by state, for the purpose of fielding a unified advertising-promotion program. An ad agency needs the o.k. of the state organization's advertising committee, and ultimately of the state's operators as a whole.

The radio plan for Dairy Queen, first in Pennsylvania then Ohio, which has undergone a number of refinements since its inception, now shapes up this way: There are two categories of announcements—"traffic building" price-off promotions (30- or 60-second) during the week, and "name building" 10-second spots on the week-end. An estimated 28,000 spots will issue forth in the coming season, on behalf of some 270 stores in the two states. (Ohio stations also number about 55.)

Each week during the spring and summer, Pennsylvania and Ohio Dairy Queen franchise holders stage a two-day price-reduction on a particular item or items, and during the sale's first day, the traffic-builder radio spots are aired. Complete with transcribed jingle and live-delivery sale information, these announcements are placed between the hours of 11 a.m., when the Dairy Queen stores open, and 3 p.m. Although the stores remain open until about midnight, the spots are cut off earlier in

order to maintain a heavier concentration within a limited budget, rather than spread the spots too thin. And these hours include the heaviest traffic periods.

Previously Dairy Queen traffic-builder announcements ran during the day before the sale as well as the sale's opening day, but it was found that customers would come in right away, demanding the discount a day early, so prior advertising has been eliminated. As for the second day of a two-day sale, it is felt that the first day's spots should be enough to main-

tain the flow of traffic. Queen radio announcements that reach listeners at home, as opposed to in their automobiles, Goppman stated that though the former's importance is relatively secondary, they do make a significant contribution. Firstly, they assist in Dairy Queen's name-building effort, familiarizing listeners with the outfit, so that when the spots are heard while on the road subsequently, the impact is intensified. Additionally, for the people who live in the neighborhood of a Dairy Queen, the radio spots are the

because his agency buys stations calculated to get the widest coverage for each operator. For example, Goppman maintains that while driving around Youngstown, Ohio, a motorist and his passengers may get the message from one of the Youngstown stations on Dairy Queen's schedule, or from KDKA, Pittsburgh. Goppman feels this overlapping of announcements goes a long way toward building the impact by means of which radio exposure has buoyed up Dairy Queen sales.

## Dairy Queen's Pennsylvania-Ohio radio drive

**Prime purpose:** *To reach listeners in autos and attract them to drive-in stores where impulse-buy refreshments are sold*

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**Number of stations:** *110 (55 in each state)*

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**Frequency:** *12 to 24 per station per week*

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**Season:** *Spring and summer*

---

**Time of day:** *Weekdays, 11 a.m.-8 p.m.; weekends, at various times*

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**Types of announcements:** *"Traffic-building" 30- and 60-second spots promoting discounts one day per week. "Name-building" 10-second spots over week-ends*

tain the flow of traffic.

The other category of Dairy Queen radio announcement, known as the "name builder," is 10 seconds in length, and spread over the week-ends. Here the jingle, recited by a child and two female voices, reigns supreme. Its lyrics: "A bee, and a bye, and a boh, and a bop, and a Dairy Queen with the curl on the top."

According to Goppman, a given geographical point in many cases receives Dairy Queen spots emanating from stations in various communities

Queen radio announcements that reach listeners at home, as opposed to in their automobiles, Goppman stated that though the former's importance is relatively secondary, they do make a significant contribution. Firstly, they assist in Dairy Queen's name-building effort, familiarizing listeners with the outfit, so that when the spots are heard while on the road subsequently, the impact is intensified. Additionally, for the people who live in the neighborhood of a Dairy Queen, the radio spots are the

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## TV RESULTS

### MOVING SERVICE

SPONSOR: Warwood Mayflower

AGENCY: Direct

**Capsule case history:** Finding a good program for a packing and moving firm, is not the easiest job in the world, but Bob Bcall, local sales mgr. for WTRF-TV, Wheeling, W. Va., had no difficulty spotting the client's campaign on a program that more than serves the purpose. The program was *House Detective*, a 60-minute show featuring new homes, homes for sale, attractive real estate buys and other information for the prospective house hunter. Warwood bought participations in the show, with outstanding results. Commented Charles Kenamond of the firm: "We gained a 17% increase in our long-distance moving department during the first 10 months of 1961. Most of this increase is attributable to our advertising on *House Detective*." He pointed out that, over this period, the major burden of advertising was carried by the television show, since the budget was appreciably cut in all other media. "We feel that our business will continue to grow on WTRF-TV."

WTRF-TV, Wheeling, W. Va.

Participations

### DAIRY PRODUCT

SPONSOR: County Line Cheese

AGENCY: Bonsib Advertising

**Capsule case history:** A gold colored *Country Cured* cheese turned out to be a golden opportunity for the manufacturer and cheese lovers in the Ft. Wayne area. During a campaign placed on WANE-TV, Ft. Wayne, Ann Colone ad-libbed her way in commercial spots on her Monday-through-Friday 1:00 p.m. half-hour variety show, fed her guests the new cheese, then asked them for their on-camera opinions. On Jack Powell's *Dance Date*, Monday through Friday, 5-6 p.m., teenagers consumed large quantities of the cheese, and prize winners carried the golden bricks home. With the exception of a morning and evening spot, all announcements were ad libbed by Ann and Jack. The *Country Cured* people had stored twice as much cheese as they thought they could sell: 33,000 lbs.—and at the beginning of the fourth week of the campaign found they were completely sold out. One top supermarket sold 750 lbs. in one two-day period alone. Said one exec.: "All could say 'smile and say cheese'."

WANE-TV, Ft. Wayne, Indiana

Announcements

### AUTOMOBILES

SPONSOR: Forest Hills Motors, Inc.

AGENCY: Direct

**Capsule case history:** Forest Hills Motors, Inc., is one of the largest new car agencies and used car dealers in the Northern Illinois and Southern Wisconsin area. This company recently held a 60-hour "Sell-a-Thon" which was called a "tremendous success," with complete credit going to the spot advertising campaign on WREX-TV, Rockford. "We sold 49 new and used car deals," said Robert White, general manager of Forest Hills Motors. "Over 90% of these transactions were obtained through the television viewing audience." White was enthusiastic in his evaluation of television, particularly as a medium for moving new and used automobiles. "Forest Hills Motors has always believed in the value of television as an advertising medium. The results of our "Sell-a-Thon" have strengthened our former confidence. The station has done a superlative selling job for us." As a result, the Rockford automobile dealer plans to place an even larger share of his ad budget in tv.

WREX-TV, Rockford

Program

### AUTOMOTIVE SUPPLIES

SPONSOR: Tulsa Midas Muffler Shop

AGENCY: Direct

**Capsule case history:** The Tulsa Midas Muffler Shop has sponsored the Thursday 10 p.m. newscast on KOTV, Tulsa since March of 1961. This is virtually the only advertising they did during the year. The wisdom of sending his message to a specific audience again and again has really produced results for Bob Walenta, the local owner of the Midas Muffler Shop. He reports that he has just had the best sales year in his history, and attributes a great deal of this success to the effectiveness of a consistent television program buy. As proof of this, during only one week in December over 150 people made a major purchase of the item advertised solely on KOTV the preceding week. This was not a special or bargain sale, merely their usual type of commercial featuring quality and service. These commercials are locally produced on video tape, and are of the institutional rather than the hard sell approach. The Midas Muffler campaign is currently running on KOTV on a year-long contract.

KOTV, Tulsa, Oklahoma

Program

Issued every 6 months

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# SPONSOR

*is  
doing  
things  
in  
1962*

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10-PART EXCLUSIVE

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## “INSIDE THE TOP TEN SPOT AGENCIES”

*starting  
5 February  
for 10  
consecutive  
weeks*

*National and regional buys  
in work now or recently completed*

## SPOT BUYS

### TV BUYS

**Humble Oil** is lining up 20-25 markets for Enco, its division which operates west of the Mississippi. Contracts for 39 weeks or the balance of the calendar year are being made for local news, weather, or sports shows. Schedules are for three to five 10-minute programs a week in early or late evening. Agency: McCann-Erickson.

**Lever Brothers** buying on the corporate level last week: 30-minute shows in seven markets for 52 weeks. Lever also went into 15 markets on behalf of Handy Andy, selecting daytime, early, late and prime evening minutes for a 13-week campaign starting 11 February. Agency: J. Walter Thompson. Buyer: Pete Riley. An eight-week campaign for Silver Dust, using early and late and fringe evening minutes, starts 4 February in nine markets. Agency: SSC&B. Buyer: Bob Carmody.

**Socony Mobil Oil Co.** has schedules of night minutes in 13 markets starting 1 February through 30 September. Agency: Ted Bates. Buyer: Dick Waller.

**Corn Products**, on behalf of Nucoa, has nighttime minutes and breaks in 13 markets for 10 weeks starting 15 January. Agency: Dancer-Fitzgerald-Sample. Buyers: Doug Flynn and Joe Campion.

**Durkee-Mower**, Lynn, Mass., is going into a host of markets on behalf of “Marshmallow Fluff.” The five-week campaign has a 5 February start date. Time segments: minutes in kids’ shows. Agency: Richard K. Manoff. Buyer: Len Ziegler.

**J. H. Filbert**, Baltimore will promote Mrs. Filbert’s margarine for six weeks starting 29 January in several markets. Time segments: day and late night minutes. Agency: Young & Rubicam.

**Chicken of the Sea** Brand Tuna scheduled fringe nighttime minutes and breaks in 11 markets. The 10-week promotion began 1 January. Agency: Erwin Wasey, Ruthrauff & Ryan, Los Angeles. Buyer: Dorothy Sutton.

**Helene Curtis** is in nine markets for Spray Net. The six-week flight starts 21 January. Time segments: minutes. Agency: McCann-Erickson. Buyer: Ruth Leach.

### RADIO BUYS

**Sterling Drug**, New York, is in 14 markets for the first quarter of the year for adult Bayer Aspirin with more markets to be added later for children’s aspirin. Time segments: minutes. Agency: Dancer-Fitzgerald-Sample.

**Pall Mall** is going into some 38 markets in early March for two weeks. Agency: Sullivan, Stauffer, Colwell & Bayles.

**Tetley Tea Co.**, Greenwich, N. Y., went into several markets on 8 January for 11 weeks. Agency: Ogilvy, Benson & Mather.

**American Chicle Company** is in nine markets for 26 weeks on behalf of Dentyne chewing gum. Agency: Ted Bates.

Media people:  
what they are doing  
and saying

# TIMEBUYER'S CORNER

Dorothy Shahinian is now asst. to Donald Leonard, v.p. and media dir. at F&S&R. . . . Melita Skalberts has been placed on Scott's Soft-Weve at JWT. . . . Selma Grosswirth named media dir. of L&N's newly formed wine-and-spirits div. She was previously media director of Lawrence Fertig & Co., which became part of L&N 1 Jan. . . . Elsie Rossi was made media mgr. of the wine-and-spirits div.

Ben Pettick of Product Services discussed with reps the impact of television on viewers of all age groups, at the Pen & Pencil last week. "I have a five year old daughter," said Pettick. "and she won't even eat candy cigarettes unless they're filter-tipped."



DESPITE THE FACT that he cheated a little by using a golf cart and getting a head start on opponents, Johnny Costa, better known as "Indian Mary" of KDKA-TV, Pittsburgh, joyfully accepts check for Children's Hospital from Waterford track's president Jim Edwards, after winning station's "Grand National." Losers (rear) look on

Sam Brownstein, general mgr. of Prestige Representation Organization, had lunch with Jack Levins of Ted Bates at Vincent & Neal's Hampton East, and showed him his station list. Since PRO does not accept stations in the top 50 markets, Brownstein told him: "If you look at the list through a magnifying glass, Jack, the markets get bigger."

At W. E. Long Adv. in Chicago, Russell Gilbertz, who was dir. of media and research, was appointed asst. dir. of adv. In turn, Russell Rynerson, asst. media dir., became media dir. . . . W. J. McEdwards has been made adv media mgr. for the Simoniz Co., Chicago. Previously, he'd been with NBC net sales and Tatham-Laird as a.e. and asst. dir. of media. . . . Dick Werner, formerly with Kudner and L&N, was named dir. of research and media at Blanchet & Lewis.

(Please turn to page 48)

## TOBACCO NETWORK HAS PERSONALITY PROGRAMMING

NOW 14 daily program features  
on N. C. Regional Radio Net

Regional News □ Sports □ Weather  
Commentary □ Farm Reports

8 POPULAR PERSONALITIES

AVAILABLE:

Full sponsorship/Spot participations/Adjacencies  
(Also Merchandising and Promotion)

BUY UP TO 28 STATIONS AT GROUP  
DISCOUNTS OR SELECT ONLY THE  
N. C. MARKET YOU NEED!

Get Regional Saturation with local  
"Main Street Radio" coverage...

See complete schedule in  
SRDS listing; Consult John  
E. Pearson Co. for details.



BEST BY TEST for '62!

it's a "Joe" Rahall Station—



WLCY—TAMPA-ST. PETERSBURG, FLA.  
First in Hooper and Pulse  
Sam Rahall Manager

WKAP—ALLENTOWN, PENNA.  
now 5000 watts  
First in Hooper and Pulse  
"Oggie" Davies, Manager

WVNR—BECKLEY, WEST VIRGINIA  
First in Hooper and Pulse  
Tony Gonzales, Manager

WNAR—NORRISTOWN, PENNA.  
First in Hooper  
John Banzhoff, Manager

WQTY—JACKSONVILLE, FLORIDA  
"Our New Baby"  
Sam Newey, Manager

RAHALL RADIO GROUP—Represented  
Nationally by ADAM YOUNG

Philadelphia Rep:  
Paul O'Brien—1713 Spruce St., Phila. Pa.



# Outdoor

## **looking for a big one?**

They don't come much bigger than Outdoor advertising! In fact, Outdoor might just be the big idea you've been looking for to make you look bigger in your client's ever-watchful eyes. When his message goes outdoors, it's up there big and bold in glorious color, larger than life. It's right out in the marketplace where everybody can see it (research shows 94% of car-owning families see your poster 21 times each month). The impact is sensational, the exposure is tremendous and

# Outdoor

Best of all, the cost is low. Outdoor advertising actually costs one-tenth to one-fifth as much as most primary media! Away from the crowded printed page and overloaded airwaves, your client's message always gets "preferred position," just three minutes away from the cash register. Outdoor is truly the marketer's medium. Call your Outdoor advertising representative or local plant operator—he's full of ideas about how you can use Outdoor imaginatively. Get the idea?





# SPONSOR is doing things in 1962

10-PART EXCLUSIVE

## "INSIDE THE TOP TEN SPOT AGENCIES"

starting  
5 February  
for 10  
consecutive  
weeks

# TIMEBUYER'S CORNER

(Continued from page 45)

Caley Augustine of WHIC, Pittsburgh, at the Grinzing Restaurant with buyers from Riedl & Freede, spoke of Tommy O'Malley, the 11-year-old boy who found a bank bag filled with \$25,000 in ones, fives and 10's on the streets of Pittsburgh several years ago and went to the police with it. WHIC's news unit interviewed the boy and his family, and asked his father what he thought of his son's deed.

"All I can say is," said Mr. O'Malley, "I'm proud to have such a fine, honest, clean-living, good-thinking idiot of a son."



TEACHING the latest subtleties of the Twist to kiddies over WJBK-TV, Detroit, is Bongo Bailey, the co-star of the 'B'Wana Don Show'

*Rep Memo:* Kevin O'Sullivan to HR&P from Independent Television Corp. . . . Ed Ryan another addition to HP&R, leaving Crosley Broadcasting . . . Russ Barry to Chicago office of CBS Television Stations National Sales, from WBBM-TV, Chicago . . . Al Hazelwood appointed mgr. of Vernard, Rintoul & McConnell in Dallas. He was formerly mgr. of KSWO-TV, Wichita Falls, Tex. . . . *At Katz, New York:* Scott Donahue, who's been acting as eastern tv sales mgr., named v.p. for tv sales . . . Michael Membrado, previously assistant tv sales manager, made eastern tv sales mgr. . . . Frank McCann moved from the sales staff to become eastern tv asst. sales mgr. . . . Oliver

Blackwell made director of audience development. He was assistant sales manager . . . *In its Chicago office:* Bob Rohde became asst. tv sales mgr. for western stations . . . Joe Hogan named assistant tv sales mgr. for eastern stations . . . *At Katz, Los Angeles:* Gerald Jones made mgr. of the local office leaving the San Francisco tv sales staff.

Marie Coleman of Donahue & Coe told reps at the Envoy Restaurant about a small agency whose accounts have a limited ad budget, and to economize the agency even produces its own commercials.

"They had to get out a travel commercial with a wintertime locale very fast," said Miss Coleman, "and on the day of the shooting, the script was so bad, the account man went into a rage and tore it up into hundreds of little pieces. But it didn't go to waste. They used it for snow."

## APPLIANCES

(Continued from page 30)

appliance companies as not particularly noteworthy in view of what has been derived from other product categories. The major appliance companies spent \$105.5 million in measured media in 1959 with \$45.6 million in magazines, \$34.1 million in television, \$21.6 million in newspapers, and \$123,000 in outdoor advertising. There was a slight spurt in tv appliance company advertising in 1960 with \$104 million going into measured media. Again, magazines were first with \$42.2 million and television was second with \$38.7 million. Newspapers were third with \$23 million.

The hesitant tone that struck the country during the first half of 1961 and brought about a decline in the economy also affected all forms of media. Along with other advertisers, major appliance companies, discouraged by the slump in business, tightened their belts. Magazines, which in the first six months of 1960 received \$22.7 million from the appliance makers, got only \$17.3 million in the same period in 1961. Television dropped from \$15.8 million in the first six months of 1960 to \$11.7 million in the same period of 1961. Appliance spot tv business in '61 third quarter was down to \$927,000 from \$1,260,000 in the same period of 1960.

Figures for the last three months of 1961 are not yet available but the report is that the appliance industry's business rose in the last quarter and it was reflected by a boost in advertising. Motorola, for one, came back with specials. Westinghouse also appeared with a flock of specials. Fedders came in, as did Sunbeam. But 1962 is the year broadcasters are counting on for the major appliance companies to step up their expenditures in television. They figure the Philco company will be an incentive for others to do likewise.

At the present time the appliance manufacturers' schedule on television shapes as follows:

At ABC TV Motorola is backing Bing Crosby specials; Maytag has participation sponsorship in *Maverick*; Westinghouse is backing specials and Philco, as indicated previously, has participations in a batch of prime time programs.

At CBS TV the score card shows

General Electric with full sponsorship of *G-E College Bowl* and *General Electric Theater*; Westinghouse with a series of full-hour drama programs; Remington Rand with alternate sponsorship of *Gunsmoke*; J. B. Williams (Universal Appliances) with participations in *Password*, *House Party*, *The Millionaire*, *The Verdict Is Yours* and other daytime shows. Recently Motorola was a co-sponsor of *The Power and the Glory* and *Carnegie Hall Salutes Jack Benny*.

At NBC, the Radio Corporation of America is co-sponsor of *Walt Disney's Wonderful World of Color*; Singer has one-third of *Dr. Kildare*; Westinghouse has full sponsorship of news specials and Philco has minute participations in several nighttime programs.

It is also evident that a powerful drive will be made by national spot reps to divert some of the appliance maker ad money from network tv as well as from magazines and newspaper co-op deals. This is borne out by the thinking of John H. White, national tv sales manager of HR Television, Inc., who urged that station reps concentrate "on getting the large appropriations that are going into magazines and in many areas into co-op advertising." According to White "most of the money that heretofore found its way into spot tv has been siphoned off into the network shows of individual appliance manufacturers.

"It's the intention of the spot industry to reclaim some of this business through the efforts of TvB and the efforts of the individual sales development departments of the national spot representatives." White insisted.

James F. O'Grady, executive vice president of Young Television Corp., noted that the appliance industry has been notoriously poor as tv spot users. He said the only major company which used spot during the past season was Frigidaire, and it bought both nationally and locally via distributors to avail itself of the local rate. O'Grady said Westinghouse and Philco did some co-op advertising in scattered markets around the country.

"It seems to me the ferment and tumult in the appliance industry might be reflected in increased national tv spot schedules." O'Grady told SPONSOR. "With all the fresh, new marketing thinking emerging

from this industry, appliance men are much more likely to recognize the immense values and sales results of national tv spot."

The discount houses, among the greatest mass merchandisers in the land, are becoming the most aggressive, the most virile local users of the tv media. TvB recently revealed more than a dozen examples of discounters, from coast to coast, who are making admirable use of television to sell appliances and other merchandise. As Stephen Masters, president of Masters, Inc., and head of the National Association of Discount Merchants, recently declared: "No channel of distribution has developed at a faster rate in modern retail history than the discount department store. And the past few years are only the beginning. The next five years will set most marketing people back on their heels."

With sales of an estimated \$1.1 billion in 1961, discount stores will have passed mail-order and variety stores in volume, according to TvB. More items to sell, less personal salesmanship, rapid turnover and other factors have made it necessary for the discounters to look to television to reach customers, according to TvB. In commenting on what has been described as one of the greatest revolutions of the 20th century, Norman E. Cash, president of TvB, observed that "competition will continue to grow and the diversification of products and stores will continue."

"I would predict that the day may not be too far off when we will even have discount new car dealers selling all makes," Cash observed. "As in any revolution, the times call for new ways of doing business. The selling revolution calls for new ways of reaching the public—more advertising and better advertising. As the medium which has helped spark the change, television is also the advertising force which can enable any advertiser to meet the new challenge."

The discount houses have spread to virtually every corner of the union. The three best known discount department stores in the East—Masters, Korvette and Two Guys From Harrison—were reportedly doing an annual volume of about \$67 million in 1955. In 1960, the estimated volume of these three low-margin operations was approximately \$320 million—

(Please turn to page 55)



## **AVAILABLE NOW IN YOUR MARKET**

TV's Most Dramatic Program Concept . . . Unprecedented in TV News Reporting

# *United States Hearing Highlights*

## **HAS PROVEN AUDIENCE APPEAL**

Now, for the first time in television history, timely on-the-scene coverage of significant, drama-packed Governmental hearings is available through the medium of a brand-new weekly hour-long show, United States Hearing Highlights.

Television's greatest hours in the past are best remembered for comprehensive coverage of the Kefauver Crime Hearings, the McCarthy Hearings, the Labor Racket Hearings. Vitaly important hearings such as these are being conducted constantly throughout the nation. . . . And now Hearing Highlights will be *on the scene* to bring to you and your audience an hour-long weekly condensation of the most dramatic, most significant moments of Your Government in Action. . . . Informing the American people on critical issues affecting all their lives.

Hearing Highlights is television reporting at its best—with a Pulitzer Prize-winning Capitol Hill newsman providing the "know-how" that projects this show far above the routine news reporting slot. Pulitzer Prize Reporter Clark Mollenhoff serves as both editor and commentator of Hearing Highlights. Mr. Mollenhoff, one of America's top award-winning newsmen, has—in addition to the Pulitzer Prize—been the recipient of the Raymond Clapper Memorial Award, the Heywood Brown Memorial Award, the National Headliner Award, three Sigma Delta Chi Awards and the John Peter Zenger Award.

Mr. Mollenhoff, of the Washington Bureau of the Cowles Publications (Look, the Des Moines Register and Tribune and the Minneapolis Star and Tribune), was awarded the Pulitzer Prize—journalism's highest honor—in 1958 for his explosive expose of labor union racketeering, a series of articles which touched off the now-historic Senate Labor Racket hearings. His knowledge of behind-the-scenes Washington, his long experience in Governmental reporting make Mr. Mollenhoff a "natural" as commentator and editor of this no-holds-barred brand of Governmental news coverage.

### **An Action-Packed Series of Award-Winning Stature**

Hearing Highlights has an audience-proved format—a fast-moving, provocative behind-the-scenes show that will provide new entertainment and information dimensions for your 1962 programming. It is an appealing weekly package for sponsors; a show that lends prestige and stature to both sponsor and station.

Hearing Highlights is *not* a re-run of old film clips from past hearings. Each week during 1962, Hearing Highlights cameras will be *on the scene* at important Government hearings, recording on film and tape for your audience the controversy, the legal and legislative sparring, the humor, the grave and momentous decisions generated by these proceedings. And each Sunday, these highlights will be available to you while the hearings *still are important news, fresh news.*

Hearing Highlights has no cast of actors; no make-believe plot. The cast of Hearing Highlights is comprised of real-life people—high officials of our government . . . leaders of our military . . . distinguished legislators . . . leaders of business and industry . . . men and women from all walks of life who suddenly have been projected into the news by the machinery of Government as it maintains its continuing vigil over the freedoms of our land and our people.

### **Hearing Highlights Cameras Are Ready to Roll**

The first filming by Hearing Highlights will start on January 23, 1962 at the opening of the Federal Communications Commission's investigation and study of Radio and Television Network Broadcasting.

Film and tape highlights of this important hearing will be available for Television and Radio on Sunday, January 28, 1962.

And, this is just the beginning! Mr. G. Bennett Larson, producer of Hearing Highlights, and Mr. Mollenhoff already have scheduled for their cameras an impressive list of hearings during 1962 . . . providing the authentic backdrop for dramatic weekly reports of what the watchdogs of our Government are doing to safeguard our freedoms and keep America strong and secure.

This timely, brand-new show will bring new audience-building strength, new informative entertainment to your 1962 program schedule. And you can buy this full-hour program at the cost of what a first-class half-hour show sells for. Hearing Highlights already is receiving the overwhelming endorsement of leading broadcasters, legislators, government officials and educators. It will pay you to investigate the reasons why Hearing Highlights promises to be the brightest new show for 1962!

For further information contact  
G. Bennett Larson or William L. Clark

*Washington, D. C., Television & Radio Program Service, Inc.*

Jefferson Suite, 1200 16th Street N.W., Washington 6, D. C. Telephone: DIstrict 7-4707

# WASHINGTON WEEK

15 JANUARY 1962

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PUBLICATIONS INC.

Many changes have taken place in attitudes of regulators and legislators with respect to tv programing since the Barrow report was issued by the FCC: whether opinions among FCC commissioners have changed may be clarified by their questions when the networks have their innings in the programing segment due to begin on 23 January.

The Barrow studies began in a climate of doubt as to whether the networks might not have too much control over programing on tv, along with too much control over the time of the nation's tv stations.

This central question has been complicated, if not weakened, by doubts as to whether sponsors and ad agencies exert too much control. This proposition came to the fore and was weakened in its own turn by the question of whether talent agencies might not be increasingly more powerful—and too powerful—in the fields of production and programing.

The Justice Department already has its talent agency investigation in the Grand Jury stage in Los Angeles. Highly secret proceedings are looking into **whether it will be possible to obtain an indictment alleging monopoly over talent**, probably extending into control of air time through control of talent and specific programs.

Networks and sponsors have been long-time whipping boys with respect to radio and then tv programing. It was natural that the network inquiry would broaden into a **new contemplation of alleged sponsor control**. It will be **this question which, if anything, takes some of the heat from networks**. However, the talent agency angle—if it explodes into actual indictments—long after the networks finish testifying before the FCC, **could steal some thunder from FCC findings**.

Meanwhile, the Commissioners could not have insulated themselves from changes in this picture of Washington interest in programing, even if they wanted to. The questions they throw at network witnesses will clearly illustrate the angles which are troubling them.

The networks will naturally defend themselves against allegations made in earlier chapters of the network probe, and will present exhaustive cases in their own favor. But the real significance may lie, instead, in the questions which Commissioners throw at them. **These questions could not only indicate their thoughts about the network position, but might reveal how they stand on that old bugaboo of sponsor control of program content.**

**Advertisers have much more to worry about in the Federal Trade Commission Colgate-Ted Bates decision than might appear on the surface.**

Colgate will appeal, but no court decision could wipe out the full significance of the FTC decision. The five commissioners, in an unanimous decision, set down new and more rigorous rules for tv advertising generally.

The decision of the court may be confined entirely to whether shaving a piece of glass and calling it sandpaper is "harmless puffing," or false and misleading advertising in violation of law. At most, the decision will contain general statements about what is "harmless puffing."

Meantime, the FTC has gone on record as banning a long list of usual ad practices, **previously considered perfectly reasonable and legal**. Whether or not the sandpaper decision stands, the **FTC precedent will be largely unshaken**. The Commission will **definitely be tougher in the future**. Of course, sponsors would undoubtedly take future

*(Please turn to page 53)*



# FILM-SCOPE

15 JANUARY 1962

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PUBLICATIONS INC.

**Don't be surprised if a major syndicator announces a program production deal with the War Department for a documentary special or series on communism.**

It would be loaded heavily with impressive production credits and—more significantly—could reflect a new syndication diversification tendency, namely, non-broadcast, non-theatrical, military production.

Background to the brass' call for film: to standardize its position on key issues, which would prevent individual officers from handing down private opinions as though they were government policy.

**One of the most important developments in syndication to stations recently has been the growth of cooperatives and film clearing houses such as TAC, a division of Trans-Lux.**

TAC v. p. Robert Weisberg notes there are already 35 programs ready for telecast and 100 will be available by the end of the year. The programs specialize in special informational, educational, and cultural subjects.

Latest to join TAC are KGO-TV, San Francisco—as a producer—and WRAL-TV, Raleigh, both as producer-subscriber, plus WTRF-TV, Wheeling; WTAR-TV, Norfolk; WFAA-TV, Dallas; and WLAC-TV, Nashville, as subscribers.

As of last week there were a total of 23 subscribers signed with TAC, and a total of 21 producers, some of which also are subscribers.

These are predominantly major market stations.

**Seven Arts' Volume III of post-1950 Warner Bros. features gets off the ground with an initial sale to WCAU-TV, Philadelphia.**

MGM-TV this past week also advanced its recently-released second group of post-1948 MGM's with sales to KMOX-TV, St. Louis; KLZ-TV, Denver; WZKO-TV, Kalamazoo; KONA-TV, Honolulu; WMTW-TV, Poland Spring, Me., and KOLO-TV, Reno.

Incidentally, Seven Arts also sold Volume I to KRNT-TV, Des Moines, and Volume II to WINK-TV, Ft. Meyers; WTVP, Decatur, and KID-TV, Idaho Falls, plus its Looney Tunes cartoons to KID-TV, KMSP-TV, Minneapolis, and WCCA-TV, Columbia.

**Tv Marketeers expects to have The Flying Doctor, with Richard Denning as a first run series in syndication in 1962.**

It reports these other December sales: Sea Hawk to WGAL-TV, Lancaster, plus a total of 11 station sales of Waterfront, Dr. Hudson's Secret Journal, and Mayor of the Town.

**Storer Programs has released Divorce Court for daytime stripping.**

Sales manager Jacques Liebenguth believes it's the only full-hour syndicated series specifically aimed at women.

Show is already stripped in Atlanta, Chicago, Cleveland, Los Angeles, Miami, and Salt Lake City.

**Banner Films will syndicate additional episodes of A Way of Thinking, with Dr. Albert Burke.**

The tape series, off WNEW-TV, New York, already is in 48 markets.

**Robert M. Weitman has been appointed v.p. and studio chief of MGM, stepping up from v.p. of tv operations, where he has been for about two years.**

It's the first case of a tv man raised to top studio level.

Meanwhile, over at Paramount, **Ezra R. Baker** has resigned as Eastern head of the tv commercials department.

**Entry deadline for the Third American Tv Commercials Festival has been set for 15 February.**

Awards will be made 4 May in New York and the winning commercials will then take to the road for showings in Chicago, Toronto, Dallas, and Los Angeles.

A special feature of the competition this year: five regional councils of judges for the East, Midwest, Southwest, West Coast, and Canada.

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## **WASHINGTON WEEK**

*(Continued from page 51)*

adverse decisions to the courts if they are given any tangible encouragement in the sandpaper case.

**The networks will be pushing their cases with particular ardor in the FCC hearings beginning 23 January: they will be looking over their shoulders at the Senate Commerce Committee, which is waiting for conclusion of these hearings to begin consideration of a network regulation measure.**

The House Commerce Committee, which contains several members most anxious to see the networks come under FCC control, does not at present have plans for hearings on the subject. If the Senate should approve such a bill, however, it is certain the Harris Committee would do its best to advance the measure.

**Sponsor control of programs will undoubtedly be a major feature of Senate Committee hearings, on the theory that networks are not now regulated and that sponsors allegedly have too much to say about what goes over the networks. This set of propositions is added to the one holding that networks in turn control most time of most stations. And the mathematics used comes out with an answer that they must regulate networks, if there is to be any effective regulation of stations.**

This is not necessarily the present thinking of the Senate Committee, but it appears likely that the hearings will produce an effort to make it so.

**Sen. Dodd's Juvenile Delinquency subcommittee hearings on sex, crime and violence on tv prepare to return to center stage.**

Here again, an effort has been made and will be made to pin blame on sponsors and sponsor control.

Dodd contemplates new hearings involving Hollywood tv film program producers—four of which have already had films and other material subpoenaed—probably within two months.

**Rep. Manny Celler (D.,N.Y.) also re-enters the Washington broadcasting picture: folding of two Los Angeles daily newspapers have reactivated his interest in control of the media of communications.**

He announced he will probe the L.A. development, but only as a part of his continuing interest in such questions as whether newspapers should be permitted to own radio and tv stations.



# SPONSOR HEARS

15 JANUARY 1962

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Michigan Avenue scuttlebutt has it that McCann-Erickson is zeroing in on the United Airlines account, now with N. W. Ayer and worth about \$6 million.

McCann did a massive research job on the airlines business when it was among the bidders for the American Airlines budget.

Looks like a ticklish situation over commissions looms between reps and their Boston stations over the Ballantine account.

Gene Del Bianco, who, with Esty support, was recently set up as Ballantine media-merchandising "agent" in that area, has advised Boston rep offices that he'll do the buying direct for Ballantine's needs.

What the reps have yet to find out: whether contracts and billing will be cleared through Esty, New York.

One of the tv networks appears to have this price policy on program cost revision.

It'll entertain a reduction in price request if the account involved has but one agency, but it'll turn a deaf ear to the suggestion if the account has a stable of agencies.

Seems the network would rather have the request come direct from the account.

There's very little chance of any major American rep setting up an international division for some time.

Among those that have contemplated the idea is Katz.

Said Gene Katz when queried about the prospects last week: "Once a year we take a look at the prospects and then come to the conclusion there isn't enough involved to make it exciting. The income from one added medium-sized U.S. market would more than equal the commissions that might be had from all international tv billings."

Don't be surprised if the Bates-created commercials take on a different image generally during 1962.

It's already happening in connection with Anacin. The anvil-pounding may soon be replaced with the soft sell of fluttering butter flies as the central pictorial motif of the headache remedy's story.

This concept, tagged Slice of Life and framed around family narratives, is being tested in a couple markets.

For some oldtime Madison Avenue programming people Carlo deAngelo, pioneer radio director who died last week, will always be identified with one of the classic ripostes of the business.

The riposte climaxed a spate of hard words during a program rehearsal between deAngelo and one of Broadway's shining musical comedy stars over the inclusion of what was deemed a blue gag in the script.

Sneered the performer: "How do you know what's right? I've got \$4 million."

Retorted deAngelo: "But I've got four friends."

Postscript: deAngelo next week was off that show.

## APPLIANCES

(Continued from page 49)

more than 450% increase.

Masters has pointed out that more than a third of all appliances sold in the United States last year were sold in discount outlets. "In fact, over 90% of the electric appliances sold in New York City in 1960 were sold at a discount," Masters said.

Today there are more than 600 large discount centers operating in the United States, according to Masters. "These self-standing discount centers, many of them running well over 100,000 and 150,000 square feet in size, have large parking lots and sell everything a person could possibly want," Masters said. "Some units even operate their own gasoline stations on these lots, and sell gas at a nice discount. Many of the huge discount centers are averaging six, eight, and even 10 million dollars a year in volume. The total number of discount stores in the U.S. certainly exceeds 3,000 and may now have reached 4,000 units."

Significant in Wall Street and other financial centers is the fact that such great retailing giants as Woolworth's, The May Company, Allied Stores, Inc., are beginning to enter the discount merchandising field. Said Sanford C. Bernstein, manager of the corporate finance department of Oppenheimer & Co., members of the N. Y. Stock Exchange: "At present, a 30%-after-tax-return is not exceptional for discounters. This is triple the return available in traditional forms of retailing and a very attractive return for any investment in American industry. Because of this unusually fine return, giants will be created. It is no surprise that Wall Street wants to know more about the men who are making this exciting industry tick. The capital is becoming available."

The marketing revolution took a new turn in the latter part of 1961 when Philco Corporation launched its merchandising plan called "Instant Dividend." Those in opposition to the plan, and they are growing daily, quickly dubbed it "Instant Decision." Known as the "cash-register tape plan," it enables a customer to buy any of Philco's major electronic household appliances through a bonus buying arrangement keyed to food purchases. This is how the ID plan works in a specific instance:

Say, a customer selects a Philco appliance, with normal carrying charges coming to \$200 under the plan. Once her credit is okayed by the dealer, the appliance is installed in her home. She also gets a special member's identification card. Then, each time she buys groceries and other items at a participating supermarket, the check-out clerk certifies her cash register tapes with her member's card. At the end of each month she shows the tapes to the supermarket. If these total \$182 for the month, she is credited with a full \$10 monthly payment toward the appliance purchase. If the tapes come to less than \$182, she pays in cash the difference between the allowance for her total purchases and \$10. These allowances are made clear in her ID membership literature. For example, if her purchases average \$130 a month (reportedly normal buying for a family of four) her tapes entitle her to a credit of \$7.15. Instead of paying \$10 that month she pays only \$2.85 in cash toward her monthly payment. If she continues to buy at this rate of \$130 monthly she ends up by paying only \$57 in cash for the purchase of her ID appliance.

Philco as a manufacturer and a number of dealers who have latched on to the ID idea insist that this new marketing plan may revitalize appliance and electronic goods in the United States.

"We firmly believe that ID sales benefit customers. Philco dealers and distributors, Philco itself and our whole industry," Bowes, manager of the consumer division, declared. "Nonsense" is the sharp reply from a number of dissidents. Opposition to ID and variants of the plan has come from such groups as the National Appliance & Radio/Tv Dealers Assn., several rival manufacturers and the Pittsburgh Better Business Bureau which urged housewives to examine all angles of ID before signing on the dotted line.

Nonetheless, no one is underestimating the power of ID and its ability to engender customer loyalty. The recurring question, which few have been able to answer satisfactorily, is this: how much does the ID plan cost? Nobody, according to *Super Market Merchandising*, one of the leading weekly publications in the field, wants to reveal the answer to have a network of service stations

this question at the moment. "Our own guess is that it's not much more than for trading stamps," the publication observed. "Some might call it folly for companies who have been committed to trading stamps for years to take on another burden just as heavy or heavier. Yet it makes sense, although it's a little weird. For the truth of the matter is that trading stamps have been equalized. Now that practically everyone is in it, it is as standard a part of costs of operation as labor costs. The fact that A&P has come aboard in several states proves the point. So what's left? Double stamps? Triple stamps?"

No sooner did Philco tie-up with the Thorofare Markets in Pittsburgh than the ID plan started to zoom in other parts of the country. But as indicated above, the fur began to fly soon after. Appliance Associates, an appliance dealer in Pittsburgh, brought suit against Philco and the supermarket chain for violation of the antitrust laws. The Federal Trade Commission also began an investigation of the tape plans. Observers in Pittsburgh said over 3,300 appliances were sold through Thorofare Markets in the first six weeks of operation.

One of the first to throw cold water on the ID plan was Victor P. Joerndt, president of the National Appliance & Radio-Tv Dealers Assn. "Even assuming that there is no increase in the price of food as the result of this plan, it still ties the customer's hands, in so far as shopping for food bargains goes," Joerndt declared. "As any housewife knows, judicious shopping of various supermarkets—buying one special here and another there—can result in savings of more than \$2 off the household's weekly food bill. I believe that once these facts are known to the public, food tape plans will fall of their own weight."

Bowes predicted that by the summer of 1962 ID will be in full swing. He said Philco has no intentions whatsoever of selling direct to supermarkets, thereby sidestepping distributors and dealers.

Meanwhile, the appliance industry, both on the manufacturing and retail level, is going through a heady revolution. The industry predicts there'll be a 5% increase in 1962 from the 1961 level. Accordingly, broadcasters see in this prediction decidedly more business for tv. ■





# THE TWO FACES OF



# ADVERTISING

It's one of the enigmas of the human mind that most men who sell advertising do not "buy" their own philosophies. They have another face for this occasion.

Tho there are exceptions, of course, (and we number some of them among our clients) the broadcast industry, as a whole, is a perfect case in point. Last year it "sold" over \$2,200,000,000 worth of radio and tv time. It "bought" an estimated 7-million dollars worth of trade paper advertising; an expenditure of about one-third of one percent of total sales. It may have matched that expenditure for local advertising—bringing the grand total up to two-thirds of one percent.

It advocates the concept that industry should allocate three to five percent for promotion but it "buys" about 20% of what it "sells".

We wonder what would happen to the broadcast industry, itself, if other industries used their ratio. Thank Heaven it's not likely.

But more important—we wonder why more broadcasters do not realize that if they can do so well with so little, what an enormous potential there actually is out there—and what successes might be achieved if the industry "really believed" in advertising and allocated the same budget for themselves that they so loudly proclaim for others.

The stakes are a piece of \$10,000,000,000 (ten-billion) more American dollars.



JAY VICTOR & ASSOCIATES, NEWARK, NEW JERSEY



## THE DURABLE SEX

(Continued from page 31)

what it will of that!"

What image of herself does the American woman respond to most warmly? Roberts said there is no pat answer to this question. "She does *not*, however, enjoy herself as a housework drudge," Roberts emphasized. "But she does react positively to commercials in which she is shown as a busy, versatile, jill-of-all-trades—bursting with managerial know-how, guarding her family's health, running a busy suburban household with no visible exertion."

As one would expect, younger and older women (SRC arbitrarily makes 35 the dividing line) react somewhat differently to feminine portrayals in commercials. According to Roberts, older women are more easily swayed by maternal authorities than their juniors and respond more positively to the "career girl" presenter no longer in her prime but still slim and attractive (because she represents an attainable ideal?).

"On the other hand, very youthful presenters personalities do their best among women of a like age and outlook," Roberts said. "Presumably, older women cannot bridge the gulf of years and identify with maidens on whom the dew is still fresh."

Frankel, certified in two mental health professions, psychology and psychiatric case work, observed that the American female population sees in the sophisticated suburbanite image "a successful self-assured woman who has no psychological conflicts about her femininity."

"Having thus established in the suburbanite image a clear feminine identity, the female audience now has an idealized figure available which

offers them the promise of successful womanhood by purchasing the attributes of the suburbanite symbol," Frankel said. "Through the repetitive techniques and unconscious association, the object that is advertised is inseparable from the idealized woman in the commercial. Therefore, to buy the object is to unconsciously become to oneself the desirable idealized woman."

The suburbanite image in advertising is also sufficiently pliable in order to permit a good deal of projecting by the female viewer, Frankel noted. "The suburbanite is a composite of so many different desirable personality attributes and situations that there is literally something available for everyone," Frankel said. "The symbol of suburbanite is seen as happy, self-assured, comfortable, successful, poised, sophisticated, a lady, sexually exciting, romantic, youthful, clean, worldly, cultured, popular, ageless, slim, stylish, orderly, efficient, and accepted. Almost any unmet female would find a potential home for fulfillment in this large assortment of desirable traits."

Frankel insisted that this fulfillment would apply not only to individual women but to clusters of women organized around income group and/or age group.

"Living out the prototype of the suburbanite woman meets personality needs for self-esteem on a time limited basis, inasmuch as it continually creates new hungers that need year round feeding," Frankel explained. "In this sense, advertising achieves its objectives by psychological manipulation of emotional needs."

Dr. Feldman agreed with his colleague that in recent years the image of the well-groomed suburban house-

wife at lunch in town or parking her late model station wagon has been very widely used—and used, it appears, to good advantage—in tv commercials.

"In general, the suburban housewife symbol has greater appeal for those women in the lower middle income groups and those who are her contemporaries, though of course there are exceptions," Dr. Feldman observed. "In our culture, we tend to depend upon our contemporaries for guides to our own behavior. This brings about a sensitivity to the actions and aspirations of others, resulting in a behavioral conformity and a dependence upon the approval of others. The suburban housewife has become the embodiment of the universal needs for love, security, and happiness. The mass media of communication have been greatly instrumental in endowing her with these virtues and have as a result created a symbol with which many American housewives can identify."

Identification can also be a two-edged tool, Schwerin's Roberts points out. How does one avoid getting wounded with the wrong end of it, Roberts asked. One should, therefore, ask oneself three key questions about planned commercials, he said.

The questions are: Is someone or something featured in the commercial with which the viewer you want to reach can identify? Is there some dangerously negative possibility about that someone or something? If the commercial's approach does not depend on identification, is there some alternative clearly-thought-out approach (convincing demonstration, persuasive mood) that will motivate the viewer to choose the product?

"When commercials are planned in the above terms and in the light of those more specific points related to the product that can be brought out through audience-testing, identification stops being 'just theory' and pays handsome dividends," the Schwerin researcher declared.

Despite the complexities of the quest, ad researchers will continue to concern themselves with the all-important self-image of the American woman. They hope to have more luck in their researching safaris than the man on Madison Avenue who was asked: "How's your wife?" His answer was, "As compared with what?"

**Q.**

Where can I take care of all my TV print work on a single order?

**A.**

At **BONDED**. Their print procurement service will get your prints to every scheduled point on time, on a single order from you.

**BONDED  
TV FILM  
SERVICE**

NEW YORK  
CHICAGO  
LOS ANGELES  
TORONTO



A Division of  
NOVO INDUSTRIAL CORP.

Over and beyond these there are dozens within the industry who just plain don't like networks—because they are big, because they are influential, because they are sometimes difficult and arrogant.

Heaven knows that this is a natural reaction! In all my business years I think I have fought more often and more bitterly with network executives than any other single group (including ad clients).

They are by no means perfect, and no one in his right mind can possibly justify every practice and decision made by ABC, CBS, and NBC in the course of a given week—or even in 24 hours.

But—and this is the crux of the matter—the question of option time is far too serious to be decided on the basis of personal pique or legal emotionalism, or out of some silly, sentimental notion that abolishing it would free the poor, heroic, little local station man from the bondage of the big bad wolf.

It should be decided calmly, analytically, with thorough, expert knowledge of what is involved, and of what will be best for the public, the industry, and the advertisers which support it.

#### **The case for option time**

The case for option time is simply this: it has made possible every major contribution which American broadcasting has ever made to the American public. And I mean that literally.

Study the history of the industry—you will quickly find it didn't amount to peanuts until the networks were formed in the late 1920s.

You will also find, if you are an economic realist, that broadcasting did not begin to build real financial stature until, through the invention of option time provisions in the early 1930s, it could assure national advertisers of national coverage, without "blank spots."

No important advertiser, then or now, would buy a national medium that couldn't guarantee to deliver say, Chicago or Boston.

Today the entire structure of modern television rests on the keystone of option time clearance. It is the programs which are financed by the networks and national advertisers which make possible all other tv benefits—including profitable spot and local sales as well as the best news, information, and cultural programing.

Abolish option time clearance and what happens? Inevitably it becomes impossible to sell network programs. If you don't believe this I suggest you talk privately to executives of such companies as P&G, General Foods, Lever, R. J. Reynolds. They are understandably shy about making loud public statements. But they'll tell you the score.

And what if network programs cannot be sold? The entire tv edifice begins to crumble—at first slowly, then faster and faster—and with it all real hope of future program improvement.

In such a disaster everyone would suffer. The networks probably would face ruin. Tv station would be confronted with an impossible program task. Advertisers would have to be content with a sharply reduced efficiency in their No. 1 sales medium.

But of all groups it is the public who would really take it on the chin. And that is why the forthcoming FCC hearings hold such high drama. Will the enemies of the networks succeed in scuttling them? Will the commissioners, having heard the evidence, take steps to slaughter the network goose?

Goose-like it often is, and highly exasperating too. But don't forget—it does provide tv's golden eggs. And killing it won't help. ▀

# **SPONSOR is doing things in 1962**

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**10-PART EXCLUSIVE**

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## **"INSIDE THE TOP TEN SPOT AGENCIES"**

*starting  
5 February  
for 10  
consecutive  
weeks*



## SYNDICATION

(Continued from page 34)

network affiliates and independent stations the opportunity to be selective in order to meet the program demands and requirements of local markets."

The CBS Films and NTA re-entry into first-run release is accompanied by announcement from MGM—which released no new half-hour product in 1961—that its *Zero-One*, being readied in England, should see U. S. television screens in 1962. But *Zero-One*, as of this writing, may not be put into syndication in this country, as some stations and agencies had anticipated. Scheduled to begin its run on the BBC in early spring, *Zero-One* will be given U. S. network first refusal before syndication plans are finalized.

Fourth item on the optimism chart is optimism indeed. It's the contention, hope, prognostication, or simply fancy—all depending on your point of view—that the networks might release some prime time periods within the next year or two. Some trade observers believe that government pressure, plus public awareness and eventual disgruntlement, will alter the prime time picture. Still fresh in the minds of syndicators, of course, is the *Gunsmoke* situation. For a time last year CBS stations had the 7:30-8 p.m. Tuesday slot. But when the network decided to run the half-hour *Gunsmoke* repeats (re-titled *Marshall Dillon*) on an "electronic syndication" basis in this time period, not only did stations lose the Tuesday time but the Saturday 10:30-11 p.m. as well, when *Gunsmoke* itself was extended to an hour. And syndicators lost their two most important slots on CBS stations.

Among the major syndication figures who see light on the horizon is M. J. "Bud" Rifkin, executive vice president in charge of sales for Ziv-UA. Rifkin contends the strong possibility that the networks may choose—as the better part of economic valor—to give up control of some of the expensively maintained prime evening time at a net gain to themselves and a comparable benefit to their stations.

"As a hard fact of economic life," says Rifkin, "there just isn't enough gross national distribution of goods to support three networks, all com-

mitted to program and sell the present allotment of prime time periods. In the event of their choosing to give up control of some of their prime time, more time and advertising opportunity will open to local and regional sponsors seeking the richer texture of advertising in the program area, rather than in spots and participations which now can be their only exposure in prime time."

So, 1962, both syndicators and station groups maintain, has started with four entries on the plus side of the ledger. But if their disposition to glean rays of hope should be punctured by further setbacks, the emotional damage will not be annihilating. "After all," said one syndicator, in summing up past, present, and future, "when an industry has been as hard-hit as ours, where else do we go but up?"

## TIME, TOIL, TALENT

(Continued from page 36)

that I do not find out the big (media) problem."

"There's no such thing, however," he grins, "as 'customer's poker.'"

Seated in his Fifth Avenue office where the decor leans heavily towards the functional rather than to an out-and-out campaign to woo eye-appeal, Ennis looked back, for the SPONSOR editor, over the years to some of the events in his career which helped bolster his know-how.

"It was," recalls Ennis, "while I was assistant account man working on the Tide account (then making its debut via selected media to area markets) that I first learned the importance of testing markets to discover how much of a share of them you could expect with a reasonable ad investment." He adds, "it was then that the magic of marketing hit me."

Central to John Ennis' professional philosophy is his conviction about the inseparableness of media and marketing. "Impossible," he exclaims, "for me to describe the media function other than as an adjunct of marketing."

It's Ennis' belief that marketing training or experience is invaluable to the media man. In order to select media smartly, he says, you have to understand the market for any given product—its current characteristics and its predictable future potential.

Prerequisite for the media person

is an ability and recognition of the need to interpret sales opportunities or problems—essential because every product has its own profile, and each individual making up the market has his own profile. "When the two can be matched, you are nearly certain of being on target," says Ennis.

Many other elements, of course, must be considered in a comprehensive market-media analysis, Ennis says, covering the full range of human buying behavior and even such conditions as climate, local laws, geography. "And no media man should forget the American housewife—sometimes a little foolish at buying Christmas presents for her husband, but still the most astute advertising manager," says Ennis, whose Irish humor breaks out when least anticipated in a little rash of whimsy.

"If we place ourselves in her mood, visualize the potential buyer of any product type, for that matter, before we try to build a media advertising program, then I feel that over-all media plans can be closer to hitting their marks."

Knowledge of these and related concepts, by no means exclusive to media work, comes from the training of toil and time, Ennis avers, with the lucky addition, now and then, of talent; that is, the skill and wisdom of those around you.

The talent Ennis refers to in this instance is Bryan Houston, who, says Ennis, accelerated for him the regular process of experience. "Only once," he claims, "did I make the mistake of asking an account group how they would like to use media for a particular product; then I learned something from the boss."

The lesson: to find out about the product beforehand with regard to competitive pricing structure, distribution, sales force strengths by state, etc. "In brief," Ennis advises, "be forearmed with facts or foredoomed to delaying frustrations."

Another lesson Ennis picked up along the way, one which holds a high ranking spot on must-know lists is illustrated best by this somewhat spiritual definition by Webster of the word "medium": "A medium is a person supposed to be susceptible to supernatural agencies and able to impart knowledge derived from them or to perform actions impossible without their aid."

These words, Ennis says, teach

that one of the media buyer's greatest assets is sound quarterbacking from account management, including both client and agency principals involved.

Another point which evokes strong feelings from Ennis is the business of asking questions. "It's very important," he says. "In this vicissitudinous life, product A, with a top share of the market might, for example, slump to third or fourth place in a few months' time. When this occurs, the media man must ask questions, thoroughly analyze or backtrack to find out the reasons for the loss of popularity." In so doing, he may discover techniques for salvaging the situation; at least he will gain knowledge ("if he still has a job in which to use it") that will be profitable the next time around. In too many cases, Ennis says, it is learned too late that selectivity of media was neglected for weight of media.

A native of Hometown, Pa., Ennis is married to the former Ann Flood, a registered nurse, who, he avows, is his most ardent press agent. At least when it comes to golf, his favorite sport. "No matter how many times I shoot 122, to her I'm just an older Sammy Snead," he relates with a broad grin. Mrs. Ennis' stock answer, regarding her husband's prowess at hitting the little ball around the green, it seems, is "Oh, John, why he shoots in the low 80's."

The FRC&H media director and his wife are parents of two young sons: Brian, aged 11, and 8-year-old Gary. The four Ennises reside currently in Queens Village, N. Y.

Would Ennis advise his youngsters to follow the footsteps of their father into ulcer-ridden Madison Ave.?

"Why not?" asks Ennis. "Is there a more challenging business than advertising? Media, specifically?"

With an agility which betrays his World War II adeptness as a B-17 gunner in the 8th Air Force, Ennis moved around his office, lifting papers here, putting them down there, during an interview with a SPONSOR editor last week. Pointing a ballpoint pen at the editor, Ennis recalled still another meaning that the tickle Mr. Webster holds forth for the world "medium" — "that which lies in the middle."

This too, Ennis concedes, tends to describe the media department's rela-

tive position, but, he adds, with a sudden flare-up of Irish wit: "leave the word-play to Webster, question your way to the facts, assume nothing, and pray no one plays both ends against the medium." ❖

## RADIO PITCHES FLOP

(Continued from page 38)

J. J. H. Phillipps, advertising and sales promotion manager, are the following: WLW, Cincinnati; WSPD, Toledo; WRFD, Columbus-Worthington, all Ohio, and all the Louisville stations used by Ohio Oil.

One last piece of advice from Swanson: Once the station or rep has presented his story he should ask for an order. "Too many times a sale is lost just because an order is not requested," noted Swanson.

Does all this sound simple? It should, said Swanson. "It is sound, tried, and true sales procedure. Yet I found many media representatives who were not able to answer these questions—and who, therefore, make few sales." ❖

## DAIRY QUEEN

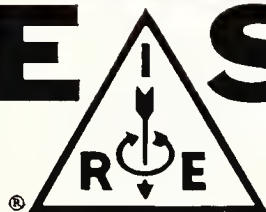
(Continued from page 39)

source of information about discount sales.

Elaborating on the sales picture, Goppinaw points out that the Pennsylvania and Ohio groups have experienced substantial increases, and the dealers freely attribute much of the credit to radio. By way of illustration he explains that yearly meetings of the respective state organizations used to consist of discussion by the dealers as to which medium to use. Now, says Goppinaw, the subject for debate is how to use radio, i.e., which stations to buy, which items to feature for discount, the timing of the sales, etc.

In creating copy for Dairy Queen radio announcements, Goldman & Shoop maintains simplicity, to avoid complications that could set in due to varying tastes of different areas. Pittsburghers, for instance, have been found to prefer vanilla by a four-to-one ratio over all other flavors. Other sections, on the other hand, reportedly go for chocolate nearly as much as vanilla. ❖

# IRE SHOW



presenting

## "THE GOLDEN AGE OF ELECTRONICS"

March 26-29, 1962

The New York Coliseum

... part of the

International Convention of the IRE

The Institute of Radio Engineers

1 East 79th Street • New York 21

Members \$1.00. Non-members \$3.00. Age limit: over 18



# SPONSOR WEEK WRAP-UP

## Advertisers

The acquisition of Burry Biscuit Corp. by The Quaker Oats Company, in negotiation since last July, was completed last week.

The cookies, biscuits and wafers company will be operated as the Burry Biscuit division of QO, under the direction of its founder and long-time president, George W. Burry.

Quaker Oats exchanged 306,972 shares of its common stock for BB's assets.

Returning to daytime network tv this spring, California Packing Corp. has

### Tv hasty

(Continued from page 10, col. 3)

indicates that our direction is the right one."

Rich pointed out that government, audience, broadcasters, and advertisers all had different aims and ob-

jectives in approaching tv.

He concluded, "What we're really seeking, all of us, is a balanced achievement of our goals. In one sentence we hope to make the best possible television fare profitable and in the interests of the entire community."



**LUCKY 13 NIGHT** was held for Boston timebuyers by WGAN-TV, Portland, Me., and Blair-TV. All guests got \$100 (in play money) to try their luck at the tables



**SOFT SELL** approach was used by WDAU-TV and WGBI, Scranton-Wilkes-Barre, which invited agency executives to a week-long series of early morning meetings to meet the new gen. mgr., William P. Dix (second from r), at HR offices. Bonus: coffee, donuts, 'n' glamorous prizes



**HONORING ABC TV** v.p. James C. Haggerty for rescheduling 'Meet the Professor' is Dr. William G. Carr (r), executive secretary of the National Education Assn.

**COMMENDATION** for his support of the United Community Services fund of Omaha is presented to KETV, Omaha, newscaster Lee Terry (l) by UCS chairman Philip A. Gass



**POLYNESIAN PARTY** was the entertainment plotted by KBIG, Los Angeles, to celebrate the opening of its new studios. A seaplane shuttled Los Angeles execs.



planned a 52-week schedule which includes "Houseparty" and several other CBS TV afternoon shows.

The San Francisco-based producers of DEL MONTE brand foods will also continue its use of selected spot radio and tv. The overall advertising budget for 1962 is estimated at around \$7.5 million, with McCann-Erickson handling all domestic and foreign activities.

#### PEOPLE ON THE MOVE:

David L. Rand to executive v.p., board member and a principal of Teenform Inc. and its affiliated companies . . . Richard C. Beeson to group product manager in charge

of advertising, merchandising, sales and packaging of Wildroot Cream Oil and Halo Shampoo . . . John Neale to assistant advertising manager of P. Ballantine & Sons . . . James H. Gruber to assistant manager for point-of-sale and promotion activities at Borden's Milk & Ice Cream Company . . . Jay Gottesman to director of marketing at Barricini Candies . . . William T. Suitt to advertising vice president at Revlon.

### Agencies

Predicting an all-time high of \$50 million in total 1962 billings, Charles E. Claggett, president of Gardner

Advertising, pointed to a prosperous past year.

Among the developments he cited:

- Expansion into the overseas market through acquisition of a major interest in Basil Butler Co., Ltd. of London.
- Acquisition of seven new accounts totaling some \$7 million.
- Introduction of four new food products.
- Reorganization of the marketing department.

Robert J. Reardon, with Leo Burnett for the past eight years as vice president and associate copy director, has joined Clinton E. Frank, Chicago,

**YEAR-END REVIEW** was after-dinner conversation at the Columbus, O., office of Peoples Broadcasting Corp. Sales and station mgrs. at the table (far side, l to r) are: Elmer Smith (WNAX, Yankton, S. D.), Herbert E. Evans (PBC pres.), Arthur C. Schofield (ass't pres.), A. G. Ferrise (WMMN, Fairmont, W. Va.). Near side (l-r): Glenn Jackson (WTTM, Trenton, N. J.), Bob Donovan (KVTY, Sioux City, Ia.), Andy Edgerton (WRFD, Worthington, O.), Ross Felton (WMMN), Bob Forker (WGAR, Cleveland). In the back: Joe Bradshaw (WRFD), Don Sullivan (KVTY), John Ransbarger (asst treas), Richard Mall (PBC), Carl George (WGAR)



**TEN YEAR CLUB** at Henri, Hurst & McDonald welcomes two new members. The stalwarts both belong to the agency's audio department: Lee Randon, director of tv/radio and Peg Featy. Presenting awards are pres. Martin Zitz (l) and executive v.p. Thomas R. Chadwick (r)



**GIFTS** for the blind children at the Western Pennsylvania School were the price of admission to the Pittsburgh Radio and Tv Club Christmas party. Enjoying the fun with a pretty model are men from Pittsburgh stations



as creative director, senior vice president and member of the executive committee.

The appointment is part of a general management re-alignment which also included: Bowman Kreer, formerly creative director, named director of client services; Philip E. Bash, senior v.p., named director of marketing services; Hill Blackett Jr., director of administration; M. Wayne Grinstead, chairman of the agency's Plans Board.

**Agency appointments:** Abaco Fabrics to **The Rockmore Company** . . . H. P. Cannon & Son to **Rose-Martin** . . . Stendahl to **Monroe Greenthal** . . . Allied Van Lines to **Young & Rubicam**, Chicago, from **Campbell-Mithun** . . . Carling Black Label and Red Cap Ale to **Milici Advertising**, Honolulu, for the Hawaiian Islands . . . John Oster Manufacturing Co. to **Baker/Johnson & Dickinson**, Milwaukee, from **The Brady Co.** . . . Saus-O-Links, Philadelphia, to **Yardis Advertising** . . . **Eaton Manufacturing** to **Meldrum and Fewsmith**.

**New quarters:** The address is the same—135 So. LaSalle St., Chicago—but **N. W. Ayer** has moved into new and larger offices with fully equipped tv facilities for closed circuit . . . **Powell, Schoenbrod and Hall Advertising**, formed in Chicago some seven years ago, has opened a New York office in the Time and Life Building.

**New v.p.'s:** **R. E. "Tommy" Thompson** at **Leo Burnett**, from **McCann-Erickson** . . . **Arthur C. Mayer** at **Hicks & Greist** . . . **Richard R. Rendely** at **William La Cava Associates** from **Sullivan, Stauffer, Colwell & Bayles** . . . **Don B. Amsden** to executive v.p. at **Allen & Reynolds** . . . **Thomas Ryan** and **Dick Clark** at **Cunningham & Walsh**.

**PEOPLE ON THE MOVE:** **Thomas H. Dunkerton** to research director and **Marion Forster** to manager of the research department at **Compton** . . . **Arthur L. Knight, Jr.**, to account executive at **John E. Hayes Co.** . . .

**Sue Callaway** to radio-television director at **W. D. Lyon Advertising**, Cedar Rapids . . . **Marvin Goldman** to assistant account executive at **Monroe Greenthal** . . . **Ted Howell** to account executive at **Sanders Advertising** . . . **Raymond D. Strakosch** to account executive at **William Esty** . . . **Greg Sherry** to head of the Chicago office of **Grant** . . . **Charles H. Forbes** to account executive at **Aubrey, Finlay, Marley & Hodgson** . . . **Roger L. Schwab** to account supervisor at **Krupnick & Associates**, St. Louis . . . **Ralph Collier** to director of public relations at **Philip Klein Advertising** . . . **Raymond C. Large** and **Donald J. Slattery** to vice presidents at **Gardner** . . . **Joseph Gerbl, Jr.**, to account executive at **John W. Shaw** . . . **Robert E. Bosley** to vice president at **Buchen Advertising**.

**James P. Felton**, vice president at **Foote, Cone & Belding**, to **Seaboard Finance** as v.p. and director of advertising and public relations . . . **Theodore M. Eleston, Jr.**, to president of **Moore & Bellows** . . . **Theodore G. Heck** to director of information services at **N. W. Ayer**, Philadelphia . . . **Harvey M. Andersen, Jr.**, to director of marketing at **Wade Advertising**.

## Associations

The **NAB Code Authority**, which strictly enforces the prohibition against liquor advertising, absolved **KBEA**, Mission, Kan., of a willful or gross violation.

After broadcasts made on 29 November and 6 December, the **Kansas Alcoholic Control Board** suspended a liquor store license for advertising on the station. The copy contained the single mention of the word "liqueur" and used the word "Liquor" only as part of the name of the store.

In announcing that no disciplinary action would be taken against the station, director **Robert D. Swezey** said the broadcasts actually took place before **NAB** dissemination of a new code interpretation that the word "liquor" can't be used even in mentioning the name of a store.

**Secretary of State Dean Rusk** and **FCC chairman Newton Minow** will be the highlighted speakers at the first public affairs-editorializing conference sponsored by the **NAB**, 1-2 March.

Purpose of the conference: to provide practical advice on legal and ethical responsibilities in broadcasting editorials.

Arrangements are under the supervision of **Howard H. Bell**, **NAB** vice president for industry affairs.

This 'n' data: **The Georgia Assn. of Broadcasters** reached a 200-member milestone with the enrollment of **WPEH**, Louisville . . . **The Hawaiian Assn. of Broadcasters** elected **Perry W. Carle**, general manager of **KOOD**, Honolulu, 1962 president.

## Tv Stations

Television is the first advertising medium to sell fashions to mass audiences, according to **Howard P. Abrahams**, **TvB** vice president for local sales.

He told the annual meeting for the **National Retail Merchants Assn.** in New York that (1) tv fashion shows reach new customers previously untouched by invitational shows or newspaper advertising, and (2) with advance taping, it is also possible to merchandise the program in newspapers, windows, and other promotional vehicles.

Start date for the new **Washington tv series**, "Hearing Highlights" is 23 January, according to producer **G Bennett Larson**.

A weekly, 60-minute show packaged by the **Washington, D. C. Television & Radio Program Service**, the program is filmed and taped, up-to-the-minute reports of important governmental hearings of the week, for Sunday broadcast.

First program will deal with the **FCC's** network investigation. **Pulitzer Prize** reporter **Clark Mollenhoff** is editor and commentator of the new show.

Marking **BBC's** expanded activities

n the world market, **BBC-TV Promotions**, until recently responsible for all overseas operations, has been renamed **BBC Television Enterprises**.

The new department will handle overseas sales of tv programs, purchase of programs from abroad and the development of business relations with other tv organizations, co-productions and foreign language programs for overseas use.

Ronald Waldman continues as general manager and G. del Strother, until now sales manager, has been elevated to assistant general manager.

**Kudos:** Dave Murray, news director of WTAE, was chosen "The Man of the Year in Communications" by the Pittsburgh Junior Chamber of Commerce.

**PEOPLE ON THE MOVE:** Irwin Siegel to account executive at WBBM-TV, Chicago . . . N. Thomas Eaton to news vice president at WTIC stations in Hartford . . . George P. Moore to vice president-sales manager at WRGP-TV, Chattanooga . . . Irving Gross and Edward Dillon to account executives at WNEW-TV, New York . . . Milton D. Friedland to vice president of Plains Television Corp. . . . John McClay to special assistant to the president at WBC . . . Herbert B. Cahan to general manager at WJZ-TV, Baltimore . . . T. Knight to vice president-general manager at KODE-TV, Joplin, Mo. . . . Pat McCallion to sales manager at KOOL, Phoenix . . . Ted Hooley to sales manager at KVIP-TV, Redding-Chico . . . Keith Swinehart to national sales director of Ingham Telecasting Corp., Fresno . . . and Deatherage to station manager at KVIQ-TV, Eureka, Calif.

## Radio Stations

Motorists average 56 minutes of daily car-radio listening, according to a RAB report circulated last week.

The study, based on some 1400 personal interviews with drivers and passengers, was conducted by

the independent research firm of R. H. Bruskin Associates. Other highlights:

- Virtually all (97.2%) of car radio owners are regular listeners.

- Car-radio listening averages six hours and 34 minutes weekly.

- More than four out of five new cars are sold with radios.

- In 1949, only 12.1 million cars were radio equipped. By 1965, RAB estimates the number will be 65 million.

**National spot radio gross time sales declined .78% for the first nine months of 1961 over the same period in '60, according to SRA.**

The estimated nine-months total for 1961 is \$147,595,000, calculated on the total 1960 FCC figure of \$202,102,000.

**Happy anniversary:** Butter-Nut Foods is celebrating its 15th consecutive year as a sponsor on WCCO, Minneapolis-St. Paul, having launched the association in 1947 with the "Man on the Street Show."

**Station at sea:** When Seaman Dick Stanley bragged to his fellow sailors that his home town radio station, **KNEW**, Spokane, was the "best," they wanted proof. So Stanley wrote the station asking for a tape and got one using the current best records, station jingles and jokes. Since then, the tape has been played on the PA system of the USS Whitfield County LST in Japan and now a regular series of tapes will be sent to the boys, compliments of **KNEW**.

**Expansion:** The Western division of **Resort Market Radio Group** crossed the Pacific Ocean to include **KULA**, Honolulu, raising the station total to eight. At the same time, J. A. Lucas Co., which represents the group, opened sales offices in New York, Chicago, and Detroit in addition to its Los Angeles home office.

**Retired:** D. C. "Clem" Sperry, advertising manager of Oklahoma Time and Supply Company and originator

of the "alternate sponsorship" of newscasts on stations throughout the company's operation area, retired the first of the year.

**PEOPLE ON THE MOVE:** James P. Storer to assistant general manager at WJW, Cleveland . . . Tom Shanahan to sales-program coordinator at WRIT, Milwaukee . . . Ed Stern to commercial manager and Gene Goodson to account executive at KEYS, Corpus Christi . . . Larry Buskett to sales manager at KRLA, Los Angeles . . . Jean Ensign to manager of WVIP, Mount Kisco . . . Jack C. Brussel to senior sales representative at WJBK, Detroit . . . David Bolton to general sales manager at WIBG, Philadelphia . . . John Hickox to local sales manager at KOIL, Omaha . . . Sherod Rouser to general manager of KOME, Tulsa . . . Bruce Schneider to promotion manager at WIBV, Belleville, Ill. . . . Raymond L. Schreiner to general manager at WBCI, Williamsburg, Va. . . . James A. Mudd to assistant general manager of WIZZ, Streator, Ill. . . . Kenneth M. Curto to general manager at KFRE, Fresno . . . Donald H. Goldberger and Buxton L. Johnson to account executives at WPAT, New York . . . George E. Dail to vice president in charge of sales and Joseph M. Hoppel to programming vice president at WCMS, Norfolk, Va.

## Fm

**FM multiplex stereo set sales in the San Francisco Bay Area reached 25,000 units during 1961.**

Encouraged by the sales figure, **KPEN**, which began the area's only stereo schedule on 10 August, is expanding its stereo programming to essentially the entire broadcast day—9 a.m. to 12 midnight, Monday through Saturday, and from 11 a.m. to midnight on Sunday.

Other stations in the Bay Area are expected to begin stereo operation early this year.

**General Electric**, through its local distributor, the **Commercial Electric**



Company, ran a week-long saturation campaign on WTOL, Toledo, purchasing all available spots on the station.

Heralded as a giant step forward for FM broadcasting by the station, the campaign marked the first time in Toledo that an fm outlet posted a "sold-out" sign.

**Kudos:** Roy V. Whisnand was elected to the board of directors of the Concert Network, owners and operators of WBCN, Boston, WXCN, Providence, WHCN, Hartford and WNCN, New York.

## Networks

CBS TV counters the recent NBC communique claiming the latter's leadership in the nighttime ratings race (8 January SPONSOR, p. 57) with the National Nielsen report for the 4-week period, 26 Nov.-17 Dec.

Figures for the entire period show CBS garnered a 19.7 rating, ahead of NBC with a 18.9 and ABC with a 15.6.

The figures are for the average minute, 6-11 p.m. Monday through Sunday.

The picture presented by NBC, which portrayed CBS as the third network, is distorted, according to CBS, as it deals only with week two of the 2 December report and covers only 24 markets.

Mutual Broadcasting System ended 1961 with affiliations in 97 of the top 100 marketing areas of the country.

Outlining other MBS gains during the past year, president Robert F. Hurleigh attributed the sharp metropolitan-market rise (11 stations) to the demand by listeners for more news and public affairs.

Other MBS steps forward: (1) a nine-station rise (from 28 to 37) in the next 50 markets. (2) a six-station increase (from 27 to 33) in the 151-200 market group.

**New affiliate:** ABC radio network has moved its Denver affiliation to KBTR, the station purchased early

last year by TV Denver, Inc. from the Star Broadcasting Co. In October John C. Mullins purchased William Zeckendorf's interest in TV Denver and converted the title to Mullins Broadcasting Co., which also owns KBTB, the ABC TV affiliate in Denver.

**Tv sales:** The "Danny Thomas Show" has been renewed by General Foods for the 1962-63 season on CBS TV. **Programing notes:** Taking time out from traditional network rivalry, CBS TV devoted the 12 January "Calendar" show to salute the 10th anniversary of NBC's "Today" show. Dave Garroway, former host of "Today," made guest appearances on both shows.

With an eye to the future, CBS TV previewed two programing events: (1) a pilot is now in the works for a co-production series with Ziv-UA starring George C. Scott. The drama show is slated for 1963-64. (2) "Alfred Hitchcock Presents," which got its start on CBS in 1955, will return to that network next fall in a 60-minute format.

**Kudos:** Three NBC executives had reason to be proud last week, collecting honors for their respective achievements. Thomas E. Ervin, vice president and general attorney since 1953, was elected to the Board of Directors; Peter B. Kenney, with the network in a variety of positions since 1956, was elected vice president, Washington; Robert E. Kintner, NBC president, was selected for the Veterans of Foreign Wars Commander-in-Chief's Gold Medal Award for "outstanding achievements in the field of news and public affairs programing."

## Representatives

**Rep appointments:** WINS, New York to Robert E. Eastman . . . KORL, Honolulu to Venard, Rintoul & McConnell . . . XEXX, Tijuana and KUBO, San Antonio to Tele-Radio & TV Sales, for national sales.

**PEOPLE ON THE MOVE:** Taggart

Simler to the Chicago sales staff of Blair-TV . . . John Brigham to the television manager of the San Francisco office of Peters, Griffin, Woodward . . . Raymond F. Henze, Jr. to vice president in the New York office of Bernard Howard & Co. . . Donald H. Richards to head of television research at Blair Television Associates.

## Film

TV Marketeers closed out a highly successful first year of operation according to president Wynn Nathan

December sales included:

"Waterfront" sold to WAVE-TV Louisville, WFIL-TV, Philadelphia WGAL-TV, Lancaster, WEWS, Cleveland, KTVI, St. Louis.

"Dr. Hudson's Secret Journal" to WXEX-TV, Petersburg, Va., WLWC Columbus, WTCN-TV, Minneapolis KTVI, St. Louis.

"Mayor of the Town" to WJZ-TV Baltimore, and WLWC.

WGAL-TV also purchased "Adventures of the Sea Hawk."

Seven Arts started the new year with the sale of its third volume of post '50 Warner Brothers features to WCAU-TV, Philadelphia.

Other sales reported include: Volume I to KRNT-TV, Des Moines, and Volume II to WINK-TV, Ft. Myers, Fla., WTVP, Decatur, and KID-TV Idaho Falls.

The package of 191 Looney Tune cartoons were sold to KID-TV, KMSF-TV, Minneapolis and WCCA-TV, Columbia, S. C.

Trans-Lux TV Corp. has added WABC-TV, New York, to its list of stations for "The American Civil War," the 13-episode, 30-minute series produced by Westinghouse Broadcasting Company from the original Mathew B. Brady photographs.

The show will debut on the flagship station 21 January, 4:30-5 p.m. It was written, produced, and directed by Roy Meredith and William E. Kaland. Narration is by Allyn Edwards.

## Public Service

The highly controversial issue of allowing television and radio coverage of governmental hearings got a thumbs-down opinion from Rep. Richard Bolling (D., Mo.).

Appearing on WTTG-TV, Washington, on "The Mark Evans Show," Bolling, a member of the House Rules Committee, said: "We would do better in terms of the country's interest if we did not have television on hearings . . . Hearings are designed to elicit information for the people who have to mark up the bills, who have to decide what kind of a bill is going to be reported out. Under certain circumstances, in certain committees, we might have more of a road show than an attempt to elicit information."

He did support the televising of regular sessions of Congress, however.

Public service in action:

- **WLIB**, New York, which has been conducting a vigorous editorial campaign on behalf of Senator Watson's receivership bill requesting funds for tenement repairs, assembled statements and petitions for presentation to Governor Rockefeller urging enactment of the bill.

- **WWIL**, Ft. Lauderdale, turns over its facilities every Saturday morning to a group of some 25 teenagers who present an hour-long "Like Young" show. Of, by and for teenagers, the show covers a variety of topics from weather to panel discussions on teenage marriage. Projects now in production include a documentary on space travel.

- **WSB**, Atlanta, ran a hard-hitting campaign to stimulate the vaccination of the city's children against polio and got the Fulton County Medical Society's annual award of appreciation for its efforts.

- **WABC**, New York, inaugurated a around-the-clock snow alert. Listeners in greater N. Y., nearby New Jersey and Connecticut will be informed about special closings due to weather conditions which may disrupt normal school schedules.

As an added service, D.J. Herb Oscar Anderson will announce ski conditions in Central Park and lower Yonkers . . . for sub-novice and scaredy-cat skiers.

**Kudos:** **KABC-TV** was cited by the Los Angeles City Council for its third annual "Chucko's Show for Toys for Tots" . . . **John F. Box, Jr.**, managing director of the Balaban stations, was named to the executive committee of the 1962 "New March of Dimes" in greater St. Louis . . . **WGN, Inc.**, Chicago, got the highly coveted "Mike Award" of the Broadcast Pioneers Foundation for "distinguished contribution to the art of broadcasting, and in recognition of pioneering in the art, the science, and in service to the public."

## Station Transactions

**Scripps-Howard Broadcasting Company** has bought **WPTV**, Palm Beach from the **Phipps Broadcasting Stations** for \$2 million.

Pending FCC approval, the new owner will erect a 1,049 ft. tower west of Lantana, Fla., with a power of 100 kw, designed to give **WPTV** a signal from Ft. Pierce to the north, to the southern tip of Miami.

**WSBT-TV**, South Bend, obtained

**FCC approval** for a new, taller antenna and tower, which, the station says, will make it the most powerful tv station in Indiana.

The new tower will be 1,047 feet and the power increase will be from the present 265 kw to 480 kw. Target date is 15 June.

## Equipment

**Chrono-Log Corp.**, Broomall, Pa., has installed its **Sequential Television Equipment Programmer (STEP)** at **WTVR**, Richmond, Va.

An analysis of station break switching requirements at the station revealed that the majority could be handled by the use of 16 separate sequences. These 16 sequences are permanently pinned into five STEP pinboards and the proper sequence to be used is marked on the operator's log, allowing for automatic video and audio switching.

**New v.p.'s:** Three executives were elected vice presidents at **General Electric Company**—**Hershner Cross**, general manager of the radio and television division, **Dr. Charles E. Reed**, general manager of the chemical and metallurgical division, and **Charles V. Schelke**, general manager of the International General Electric division.

# only serious buyers will learn your identity

We do not send out lists. Every sale is handled on an individual basis. You are revealed only to serious, financially responsible buyers.

## BLACKBURN & Company, Inc.

RADIO • TV • NEWSPAPER BROKERS  
NEGOTIATIONS • FINANCING • APPRAISALS

### WASHINGTON, D. C. CHICAGO

James W. Blackburn  
Jack V. Harvey  
Joseph M. Sitrack  
RCA Building  
FEderal 3-9270

H. W. Cassill  
William B. Ryan  
333 N. Michigan Ave.  
Chicago, Illinois  
FInancial 6-6460

### ATLANTA

Clifford B. Marshall  
Stanley Whitaker  
Robert M. Baird  
John C. Williams  
1102 Healey Bldg.  
JACKSON 5-1576

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# SPONSOR *is* *doing* *things* *in* *1962*

10-PART EXCLUSIVE

## "INSIDE THE TOP TEN SPOT AGENCIES"

*starting*  
*5 February*  
*for 10*  
*consecutive*  
*weeks*

## Tv and radio NEWSMAKERS



**Raymond F. Henze, Jr.**, was appointed the vice president of the New York office of Bernard Howard & Co., station representatives. Previously associated with the John E. Pearson Company for ten years, Henze was president and director of that company until its sale, when he was named manager of the New York office. The appointment is, according to president Bernard Howard, part of an over-all expansion plan which included the recent opening of offices in Los Angeles and San Francisco.

**John McClay** has been named a special assistant to Donald H. McGannon, president of Westinghouse Broadcasting Co. Currently general manager of WJZ-TV, Baltimore, McClay will assume duties in the New York office of WBC, as well as field assignments. Before joining WJZ-TV in March, 1959, he was general manager of KYW-TV, Cleveland. He had also served as program manager in Philadelphia for both WPEN and WCAU-TV before joining WBC in 1956 as assistant to the vice pres. in Cleveland.



**John Brigham** has taken on a new post as television manager of the San Francisco office of Peters, Griffin, Woodward. He replaces John Sias who has resigned. A veteran spot broadcasting executive, Brigham was most recently television account executive in the New York office of PGW. Prior to joining the rep firm, he was associated with WCBS-TV in New York and Edward Petry. He was also previously with WMCT, Hartford. In his new post, Brigham will report directly to Lloyd Griffin in N. Y.

**David Bolton**, local sales manager of WIBG, Philadelphia, has been promoted to general sales manager, succeeding James P. Storer, who is being transferred to assistant general manager at WJW, Cleveland, another Storer station. Bolton began his radio career in 1956 when he joined WIBG as a time salesman. Previously he had been associated with Donn Bennett Productions, a television firm, and Penn Fruit Company. He was named local sales manager at the Philadelphia station in 1956.



## The seller's viewpoint

Arthur Murrellwright is sales manager at WROC-TV, Rochester, N. Y. He has been with owner Veterans Broadcasting Co. for 12 years, the first four as announcer. Veterans once shared Rochester's channel 10, using call letters WVET-TV, with another company operating as WHEC-TV. Last fall, however, Veterans bought WROC (AM & TV) channel 5, from Transcontinent, selling its half of channel 10 to WHEC-TV. Murrellwright began his broadcast career at age 19, spending his first 15 years in the field as an "itinerant announcer." After four years in the Air Corps he settled in Rochester.



### It pays to spend generously on your news department

**D**oes an expensive news department pay off in dollars? Not a new question, yet one continually debated in the profit and loss circles of any tv operation.

We're assuming, of course, that this "expensive" department is delivering better than average returns in the way of ratings. (If it isn't, you have personnel problems you'd better solve in a hurry!) But the buying centers of New York or Chicago couldn't care less about your costs of delivering a rating point. Their only interest is in the cost of BUYING that rating.

Thus it is possible, in many markets, that more must be spent on operating the news department than can possibly be returned in direct revenue due to that devilish spectre called cost-per-1,000. When this condition exists, isn't this sufficient reason for paring the cost to make expenses more in line with potential revenue?

NO! Because dollar values of your news department extend considerably beyond its direct sphere of influence. This department, more than any other, provides a way for you to impress the *buying executive in your community*.

There are three mighty important points always to remember when it comes to *local* tv advertising:

1. Many decision-making executives are not extensive viewers. (They have neither the time nor the inclination to spend sedentary hours in front of the box.)
2. It's the EXECUTIVE who makes the decisions on what and where to buy advertising—not his work force.
3. The executive's tv viewing habits are strongly oriented towards news.

Make your own survey. Ask the *big* man which is his

favorite tv station in your area. Then ask him which station he watches for news. By far the greater majority of the time these two will be identical. To the "executive" the station image is largely determined by the news department.

From here the step is small to the station that's going to get his business, or which can best influence him into going into tv if he has not yet done so. When you have an outstanding news operation, your sales force has built in acceptance with this man, even if the rating services don't give you top position.

This executive really doesn't want to believe ratings anyway—mainly because they reflect the entertainment tastes of a broad base, and not tastes at the "club."

You all know the old gag about the businessman who refused to advertise on Saturday afternoon because "everyone was playing golf then." Take advantage of this somewhat ridiculous facet of human nature—reverse it to your own advantage.

Have a better than good news department. Not just to impress the FCC on your next report. Not just to get good ratings so your rep can keep busy handling the "transom" business. Not just to serve the community better—although this is an interesting sub-division of programming philosophy.

But have a good (even expensive) news department for the very concrete, substantial, hard-headed and productive reason that this is the best way to get your story before the decision-making advertising executive in your community.

You'll find that when you do this, you also have his advertising.



# SPONSOR SPEAKS

## Editorializing and the advertiser

Every week's mail brings to our offices here at SPONSOR dozens of fresh examples of vigorous, hard-hitting editorials by the nation's radio and tv stations.

Unquestionably the editorializing movement, spurred in no small part by both the FCC and the NAB, is growing in power and momentum. On 1 March in Washington, the NAB will hold its first all-industry editorializing conference. Broadcaster interest in the subject has never been as high.

But what, if anything, does this editorializing effort mean to the national, regional, and local advertisers who use the air media?

We suggest that it can mean a great deal. But the real benefits can come only through intensive study by an agency's media executives and timebuyers.


Certainly the fact of editorializing—whether or not a station engages in it—should be a consideration in any determination of spot schedules.

Even more important, however, is the kind and quality of a station's editorializing output. Regular, well-researched, and ably-delivered editorials which deal in specific and constructive terms with local problems are certainly an indication of a station's closeness and importance to its own community, and constitute a valuable plus over raw ratings and audience figures.

We urge media men, and ad managers too, to pay particular attention to what station representatives and station managers themselves have to say in their sales presentations about editorializing.

You will find that editorial techniques, subjects and quality vary considerably throughout the country and that, in a few instances, editorializing efforts are so sporadic or innocuous as to be almost meaningless.

But from the best examples of station editorial work you will be able to learn many important facts about the market under consideration, and about the standing of the station in its own community.

By all means listen to the editorializing story. 

## 10-SECOND SPOTS

**Sees the bright side:** WNBC. New York, morning man genial Jim Lucas told one about a guy who complained to his friend that airplanes play havoc with his tv picture.

"Oh, no," replied the other, "I like the planes. I think they're fine."

"Why is that," queried the first guy.

"Because they're *ours*."

**First things first:** At the Hagerty-Smith press conference, Howard K. Smith was asked if he had a title for his new ABC TV weekly news program (Wed. 7:30-8 p.m., EST). He replied that they had not yet thought of one, and added:

"Among my friends who write books, the ones who come up with a good title first and then start writing rarely finish their book."

**Sharp tongue:** Speaking of program titles, when word got around that sardonic comedian Jack E. Leonard might be heading up his own tv show, one observer suggested calling it *Insult Along With Jack*.

**Left-handed gift:** Jackie Gleason's New Year's gift to restaurateur Toots Shor, who recently opened his new eatery: a "care package" accompanied by a note reading, "Dear Toots, I know you won't get time to go out to eat."

**Which way'd they go?** Rare is the *New Yorker* magazine issue minus a cartoon blast at tv. One of the latest depicts an empty-chaired living room with its tv set tuned into a posse the leader of which is yelling, "They went that-away," while pointing toward the living room's door.

**Everybody out of the pool!** Why did Alfred Hitchcock decline the Indian Government's request that he make a motion picture there?

"Because they wouldn't let me float a body in the Taj Mahal pool."

**Down by the riverside:** There's a good deal of buzzing about the St. Louis account exec who wanted to see his wife in something long and flowing. Seems he *threw her into the Mississippi River*.



**Sold...  
on wsb  
radio!**

When The Homestead—featuring Ethan Allen Early American furniture—opened a new store for Atlantans, it scheduled WSB Radio. And WSB got results! Our sales have been so far above expectations that we are revising our advertising budget upward. This means we will be spending three times as much on WSB,” declared Robert B. Eckert, President of The Homestead. Local advertisers have tested and proved WSB Radio’s selling power. You can profit by their experience on the 50,000 watt “Voice Of The South!”



ATLANTA'S  
wsb radio

Represented by

Edward Petry & Co., Inc.

Affiliated with The Atlanta Journal and Constitution. NBC affiliate. Associated with WSOC/WSOC-TV, Charlotte; WHIO, WHIO-TV, Dayton.



# THE DAY

## a man came home



If this man looks familiar, it's because he is.

Steve Allen is looking at a scene from his boyhood. Soon Chicago will look at Steve and with Steve when he comes "Home Again." That's the name of the new series WBKB will initiate this winter.

Another home town boy who will attempt to recapture his past is Archibald MacLeish, prize-winning poet, public servant and well-known educator. From time to time we hope other famous Chicagoans will come "Home Again."

"Home Again" is warm, full of heart. It's humorous, sprinkled with chuckles. It's thoughtful, laced with nostalgia.

It's typical of WBKB's over-all programming in that it is different.

That's the sort of television station we run here in Chicago. It comes naturally to us because of the "Climate of Creativity" that pervades the studios and offices of Channel 7.

Are your clients taking advantage of WBKB's "Climate of Creativity"?

A GOOD  
CHICAGO HABIT

WBKB  
CHICAGO'S  
CHANNEL



*America's most exciting network!*

An Owned-and-Operated Station of the American Broadcasting Company - A Division of American Broadcasting-Paramount Theaters, Inc.

